

## An Opportunity to Serve

[This memo is real]

In light of the new command structure wrought by the recent internal reorganization, allow me to introduce myself, Lieutenant Jeff O'Neill (Product Testing and Mine Detection).

The lofty General Blank ordered Col. Berlyn who ordered Lt. Col. Agnew (formerly Anderson) who ordered me to write this. Previously, when I have heard the word "memo" I have reached for my flame thrower. But orders is orders.

We are, in short, looking for a few half-way decent men (and women).

Of course you've been barraged before with high-pressure appeals and offers of get-rich-quick schemes—all in the name of "patriotism"—which have led all too many of you to become lackeys for sweatshop slave-drivers.

Well, this has nothing to do with that.

Today's Product Testing seeks persons of high moral fiber, of ANY stripe, from ANY battalion, to volunteer, say, a morning or an afternoon, beginning Friday, January 4.

The assignment is simple: spend your time holed up in an out-of-the-way war chamber "playing" a new super-secret "game," which R+D (Research and Deployment) has produced over a time.

The "game" requires two to four players, so you'll get to mix it up with your comrades. Don't, repeat don't, feel you must have any special knowledge or experience going in. This semi-sophisticated "game" was designed for the non-programmer (though programmers, too, are of course welcome to volunteer).

After the exercise, you'll be asked to give candid, off-the-cuff reactions (entirely without the fear of court-martial).

The most painful part of your service might well be getting your individual commanding officers to grant you this short furlough. But let you C.O.'s out there be assured: your people will be rendering service pursuant to the continuation of this company as a way of life.

Interested parties may visit the Product Testing Department, or dial 292, for addition information, or to enlist outright.

[Addendum: We would also like to find out what the younger generation thinks of this product. Therefore, you are asked to bring in any children you might have, to spend a few hours evaluating (playing) the product.]

# INFOCOM

March 14, 1983

MEMO:

FROM: Gabrielle

RE: Good News!!!

The good news is . . .

**Michael Berlyn** has been promoted to **Project Manager** of the **Interlogic Product Line**. As such, he'll be managing the development and maintenance of our Interlogic Series of games. Michael will have full responsibility for all components of the development process. This includes staffing, training, setting standards for and supervising product implementation, assuring quality, scheduling, and much more. He'll be representing the Interlogic line in dealings with other departments outside the company - and in house.

For all of us, this means that Michael is the contact for all Interlogic information: the status of products under development, quality issues/problems, schedules, and packaging, promotion and production related issues.

Congratulations are in order. Michael's been a real pleasure to work with since his arrival here six months ago, and we're sure he'll be even more of an asset to Infocom in his expanded role with the company.

**Congratulations, Michael!**



**PROPRIETARY INFORMATION**  
**INFOCOM INC.**  
**COMPANY CONFIDENTIAL**

To: Everybody

From: Richard

Subject: Softball

There comes a time in the life of all growing companies when they become large enough to field a softball team. I believe the time has come for Infocom.

Various people have expressed interest in playing softball. In trying to set up a one-time game with Lotus, I found out that a small softball league of software companies just began last Tuesday. The league plays Tuesday evenings at a Tufts field.

If I can get around thirteen people willing to play, I'll try to get us in this league. Let me know if you're interested. If you are, I need the following information:

- \* Would you be interested in coming out weekly, only one time, or several times during the summer?
- \* What positions can you play?
- \* Would you be interested in a practice? What times are best?
- \* Do you know anybody who might be interested in playing for us, in case we can't get enough Infocom people interested?
- \* Are you any good? (I.e., if a ball is coming toward you, do you try to catch it, or do you do your best to get out of the way?)

12/83

### A special offer to InfoDope readers

Do you long for those tender winter nights in front of a blazing fireplace in New Hampshire? Are you the kind of person who loves to frolic in 12-foot snowbanks at 5 a.m.? Do you want to stay up late and tell ghost stories?

Maybe you are ready for an InfoRetreat. A weekend in a cozy cabin somewhere in New Hampshire (or Maine or Vermont. Where ever they'll have us). At this point in time the details are a bit misty, but the whole point of this wonderous brochure is to help define the details.

Basically: we would leave on a Friday and return on Sunday. We will rent a cabin or house somewhere in the woods (maybe near a place to ski). We would all throw in for food or everybody bring some or any other ideas. So if this sounds good to you, write down a weekend in January or later when you could attend. Also any other ideas as to food, sleeping, skiing etc.

Julie,

InfoBoat Cruise Director

# INFOCOM

December 15, 1983.

To: Selected Employees

1983 has certainly been a banner year for Infocom with sales well over \$5 million - more than triple last year's. Along with this we have gained recognition as an innovator and a leader not only in the interactive fiction category, but in the software market as a whole.

To express our sincere appreciation to all of our employees who have contributed to this year's success, the officers and directors of Infocom are pleased to announce a special bonus. All members of the R&D staff who have produced a product in the market this year are eligible as well as all members of the support departments (Administration, Accounting, Production, Marketing, and Sales).

We wish you all a pleasant holiday season and look forward to another record year in 1984.



Joel M. Berez  
President

# INFOCOM

December 13, 1983

MEMO

TO: All Employees

FROM: Stevo

RE: Memo Proliferation

A four day research project by several staffers in our Memo Department reveals the following startling facts:

In the first 45 weeks of 1983, 27 memos were distributed to Infocom employees. This represents an average of 0.60 memos per week. In the four-week period ending 12/13/83, 17 memos were distributed to Infocom employees. This represents an average of 4.25 memos per week.

The shocking truth is that during the last month we have witnessed a 708% increase in the occurrence of memos. This is an obvious and serious drain on valuable employee time. People should try to refrain from distributing frivolous or unimportant memos in the future.

12/83

# INFOCOM

MEMO:

TO: All Employees

FROM: Joel

RE: Coleco, etc.

As part of a new agreement with Coleco allowing us to get proprietary technical information concerning the Adam, we have agreed that we will not "make or cause to be made disparaging or critical references to the quality of Coleco's products and/or Coleco's business methods." Whatever you may think of a company that imposes such a restriction, it should be our policy to not publicly criticize Coleco or any other company. Such criticism tends to tarnish our own image as much as anyone else's.

Please remember also that proprietary information from Coleco or any other manufacturer we deal with must be kept confidential. In many cases, we are prohibited from revealing the name or the very existence of a computer on loan to us. Some of the companies we deal with play rough and are highly protective of their secrets. It would be foolish indeed to be sued out of existence because we mentioned to someone AT&T's new 64-bit home computer...

# INFOCOM

November 28, 1983

MEMO

TO: All Employees

FROM: Marketing

RE: Hint Calls

Good news: The D M Group did a mass-mailing of Bilk & Wheedle order forms last Tuesday. This means that our hint line will officially close on December 6. As we all know, limiting and/or ending hint calls will be a difficult project, so we will do it gradually.

Beginning Monday, November 28, we will inform customers that our temporary hint-line will be discontinued shortly. We wish to stress the positive side of this change, so **each and every** hint call needs to be prefaced with the following:

\*We are changing over to an improved hint service on December 7.

\*We will have maps and hint booklets available to help you with our games.

\*These aids will be inexpensive (compared to long-distance charges), available 24 hours a day, amusing and entertaining by themselves, and they let you control the amount of information you get.

\*If you have returned a warranty card or requested information from us, you will receive an order form from us. If not, please wait until December 9

to be sure you are not on our mailing list, and then request an order form from us in writing.

\*We will be continuing our temporary hint-line until December 6.

\*Due to the volume of calls we receive, every caller will be limited to one question per call. There are **no** exceptions.

A limited number of users are bound to be angry about losing this service. Please make an effort to be courteous and patient with them.

# INFOCOM

## !!! ANNOUNCEMENT !!!

... Just a preview of the September 5th HOTLIST™

ZORK I	#1
DEADLINE	6
ZORK II	10
ZORK III	11
STARCROSS	15
WITNESS	16
SUSPENDED	19

! YEA INFOCOM !

For all of you trendwatchers:

Note that this is the second consecutive month that Zork I has been #1 on the first HOTLIST™ of the month.

# INFOCOM

TO: Marc Blank, VP Prod. Dev.

FROM: Stu Galley, Interlogic Proj. Mgr.

I want to recommend Steve Meretzky for promotion to Principal Product Designer, with an increase in his salary to \$34,000 per year, effective August 1.

Steve has done an excellent job of designing and writing both his first Interlogic game and the first few books in the Zork series. I believe that he is now capable of developing new consumer products of high quality by working on his own. I think he could also lead a group effort or train new developers, should the need arise.

Stu Galley  
7/25/83

OK Marc Blank 7/25/83



55 WHEELER ST  
CAMBRIDGE MA 02138 17PM

Western  
Union Mailgram

4-196524U137012 05/17/83 ICS WA16614  
01165 MLTN VA 05/17/83

BSNB

▶ JOEL BEREZ  
INFOCOM INC  
55 WHEELER ST  
CAMBRIDGE MA 02138

THIS THURSDAY INFOCOM WILL VISIT 2,832,000 AMERICAN HOMES ON  
NETWORK T.V.

THAT'S RIGHT. CBS MORNING NEWS WILL FEATURE INFOCOM'S COMPUTER  
PROSE GAMES ON THURSDAY MORNING MAY 19 BETWEEN 7 AND 9 A.M.

NATIONAL PUBLICITY IS GREAT NEWS FOR THE SOFTWARE BUSINESS,  
ESPECIALLY YOURS! LOTS OF FUTURE CUSTOMERS WILL BE WATCHING THE  
SHOW AND WANTING THE GAMES SO BE SURE YOU'VE GOT PLENTY OF INFOCOM  
GAMES IN STOCK.

AND BE SURE TO TELL YOUR SALES PEOPLE TO WATCH. THEY'LL BE SEEING  
WHAT THE FUTURE OF COMPUTER GAMES REALLY LOOKS LIKE.

:54 EST

COMP

TO REPLY BY MAILGRAM MESSAGE

# INFOCOM

## MEMORANDUM

TO: Members of Infocom  
FROM: Board of Directors  
SUBJECT: Albert Vezza to Join Infocom Full-Time  
DATE: December 9, 1983

Infocom is in the process of concluding a very successful year and preparing to enter another one. During the present year, Infocom has established itself as the dominant force in the computer-based adventure field and has performed according to projections that many considered to be as fantastic as our games. Also during the present year, Infocom has brought its first business product to a stage of development from which we can chart its course into the market and into widespread application. Next year, we shall have (at least) two product divisions actively engaged in the whole gamut of operations from R&D to customer service.

On the first of January, 1984, at the invitation of the Board of Directors and the present officers of Infocom, Al Vezza will come to Infocom full-time as Chief Executive Officer of the company. He will continue to serve as Chairman of the Board of Directors. The main focus of Al's attention will be the long-term growth and success of the company. One of the first steps in that direction will be to build up the management team to the point at which we can stay squarely on top of the growing business and take full advantage of the opportunities that are presenting themselves. In particular, Al will be looking for a director of marketing for the Business Products Group and a Vice President for Finance and Administration. Other steps will be concerned with additional products for consumer and for business applications and, indeed, with new worlds for Infocom to conquer. The financial base upon which the company will be developed will involve additional funds from outside the company. Al has been giving the acquisition of those funds most of his effort for several months, and a good announcement will be made on that subject in a few weeks.

In the new line-up, there will be three main groups reporting to the Chief Executive Officer: the Consumer Products Group, the Business Products Group, and, as soon as a head for it has been determined, Finance and Administration. Joel Berez will continue to run the Consumer Products Group. Joel's main objective for 1984 will be another fabulous year of stimulating imaginations, with new products and new directions of development and marketing as well as continuation along well established and very successful lines. Al Vezza will serve as acting head of the Business Products Group. His main objective for that group in 1984 will be to establish it in the marketplace and place it on the road to being a significant profit center.

The Board of Directors takes this opportunity to congratulate all the members of Infocom on the success of their efforts this year, to commend the officers who have led the company through its steep climb to the present vantage point, and to express appreciation to Al Vezza for his willingness to put aside his work at M.I.T. and to dedicate himself full-time to the future of Infocom.



Joel Berez



Marc Blank



J.C.R. Licklider

Christopher Reeve



Erasmus at sea:

Bridge of the Erasmus

The gale tears at you, biting deep within, and you know that if you don't make landfall soon you'll all be dead. You are John Blackthorne, Pilot-Major of a dead fleet: one ship left out of five, eight and twenty men out of one hundred and seven, and only ten of those can walk. No food, almost no water, and that brackish and foul.

Bridge of the Erasmus

This is the bridge of the Erasmus, a Dutch merchant and privateer. The unlashd wheel is directly forward of you, a sea chair is lashed to the deck aft of the wheel, and the ship's bell is hanging here. Spray blows past in an angry torrent.

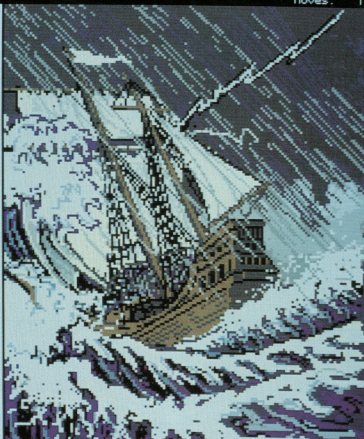
The wheel dominates the quarterdeck. It is turned straight and free to turn now.

The ship heels in a sudden squall, throwing you from your post at the wheel, which, uncontrolled, begins to turn to port.

>STRAIGHTEN THE WHEEL

Score: 0

Moves: 1



# INFOCOM'S NEW GRAPHICS WILL BLOW YOU OUT OF THE WATER...

# INFOCOM

## SCENARIO FOR DOUGLAS ADAMS/STEVE MERETZKY

PRESS RECEPTION, 11/12/84

ADDRESS: 30 ROCKEFELLER CENTER  
64th Floor  
West Pavillon Room  
New York, N.Y.

TIME: 4:30--7:30 p.m.

### INFORMAL

REMARKS: Introduction of Infocom principals and Simon & Schuster representatives

John O'Leary, Director of Consumer Product Marketing -- brief account of  
'what this means' to Infocom; evolution of marketing program for  
Hitchhiker's.

Alvin Reuben, Executive Vice President, Simon & Schuster

Will recap joint success of this promotion/ talk about best-selling  
Hitchhiker's book and why joint distribution made sense; then will  
defer to John O'Leary who introduces Marc Blank

Marc Blank, Vice President: some informal background on acquaintance with  
Douglas Adams and his ties with Infocom. Marc introduces Adams and  
Meretzky.

Douglas Adams says a few words about the project and then is joined by Steve  
in actually showing the game.

Questions from the audience--to be fielded by Admas and Meretzky.

\*NOTE: THIS IS THE SAME BUILDING IN WHICH LATE NIGHT WITH DAVID LETTERMAN  
IS TAPED. WE ARE TRYING FOR SOME TYPE OF ON-AIR TIE-IN HERE SINCE  
LETTERMAN WILL BE TAPING DURING THIS TIMEFRAME. WILL KEEP YOU POSTED!

# INFOCOM

TO: Everyone!

FR: Pat in PR

Thought you might enjoy reading Infocom's excellent coverage in the November issue of DELTA Sky Magazine.

We worked closely with Senior Editor Leslie Stern on this one--no easy task gaining a mention in these airline books because the circulation/distribution figures are so sought after...more than 3 million readers will see this mention of Infocom this month.

The second clipping attached here is about a recent party done by our friends at Murder-to-Go, who will be assisting with the execution (Sorry!) of SUSPECT at Winter C.E.S., January 5-8th.

*Pat*

# INFOCOM

DATE: February 17, 1984

MEMO

TO: All Softcon-bound Employees

FROM: Accounting

RE: Softcon Expense Accounts

Roses are red  
Violets are blue  
Save your receipts  
Or the trip's on you!

*mfa*

# INFOCOM

## MEMO

TO: All Employees  
FROM: Joel Berez  
DATE: February 16, 1984  
RE: Confidential Documents

According to our latest legal advice, we should not put copyright notices on any internal documents that are not intended for publication. This includes such things as design memos and reference material for proprietary development tools. All such documents should continue to be labeled, "Proprietary Information of Infocom, Inc. - Company Confidential."



# INFOCOM

October 29, 1984

TO: Staff  
FROM: Accounting

RE: Sunday Warehouse Work

Although Ernie realizes that most of you who are volunteering for Sunday work are doing it out of the goodness of your hearts, Infocom feels that your hard labor deserves some compensation.

Payment may be procured via a REQUEST FOR PAYMENT form bearing the authorized signature of Mr. Production himself, Burning Ernie Brogmus. These should be submitted to Mary Ellen "Your Check's in the Mail" O'Connor who will issue the checks and give them to you ASAHP.

Rates have been set at \$100 per day and any bonuses for piecemeal work will be determined by Ernie. Since payment will be for the gross amount, you will notice FICA adjustments on your payroll checks. Federal and state taxes won't be figured into this income at the time of check issuance.

We regret to add that no compensation will be given for gnarled fingers (it's an occupational hazard). Keep up the good work!

3/84

# INFOCOM

## MEMO

**TO:** Sales, Marketing, Those Who Talk to the Press

**FROM:** Mike Dornbrook

We must be careful about what we say concerning MS-DOS compatibility. Our MS-DOS 2.0 versions will work on the Tandy 2000, for instance, but due to contract provisions we can't say so. Similarly, the IBM PC should not be mentioned as MS-DOS compatible.

The Wang and Mindset machines are known to run the MS-DOS 2.0 version.

In general, we should only state that a machine is compatible **if we have one** to ensure future compatibility and to provide customer support. This applies to Apple and IBM-PC compatibles, also.

If asked whether other machines will run the MS-DOS 2.0 versions of our software, say "that machine is not on the list of machines we support, but if it runs MS-DOS 2.0 and can read IBM format disks, I don't see why it shouldn't work."

MEMO  
November 28, 1984

Once upon a time, in the little kingdom of Infoproduction, good King Brogmus looked out from the window of his castle, across the goldfish-filled moat, and saw that a danger threatened the land — a danger in the form of the terrible dragon Backlog.

So King Brogmus met with his wise men, and his soothsayer cut open a floppy disk and spilled its entrails to get a reading of events to come. Finally, after many days, the king emerged from the catacombs of his castle with a plan.

And the king's heralds went forth throughout the land, stopping at every mailbox and calling for volunteers to slay the dragon. And though Backlog was huge and terrifying, volunteers poured forth from every village and every department to battle the monster.

Good King Brogmus, and his brave knight Sir Eric, led battle after battle against the mighty dragon, and each time they wounded it deeply, but each time it rose to threaten the kingdom again. Then, one day, following the greatest and most tiresome battle of all, after the dragon had suffered sixty-thousand wounds (plus another six thousand wounds in its sampler and twenty thousand wounds in its invisiclues), it roared a final bellow of fire and expired. The kingdom was safe at last.

And the people rejoiced, and ate dragon meat, with stuffing and cranberry sauce, while the king consulted his advisors once again. And the king made a wise decision to halt the battles, for he knew that even though volunteers were still streaming in from every corner of the land, to continue the campaign might only arouse the equally terrifying dragon Overstock.

So the heralds again went forth throughout the land, thanking the good people of the kingdom for their help and their courage. And King Brogmus looked out across the moat, content in the knowledge that Backlog would never threaten the kingdom again, and everyone lived happily ever after.

Until the next Christmas season???

# INFOCOM

## "SUSPECT" PARTY/FOR MEDIA

THANKS TO the cooperation of Game Testing and Dave Lebling in Product Development, we've accomplished some good preliminary work on the product publicity for SUSPECT.

But due to the travel schedule of Sales & Marketing, and the heavy work schedule of Product Development this month, we've received some feedback that company-wide support for a SUSPECT event would have to take a back seat to other projects.

In order for this event to be successful with our friends in the media (trade and otherwise), it would be necessary for the implementors to play a key role in first-hand invitations to magazines like A.N.A.L.O.G., ANTIC, COMPUTER GAMES etc. The thinking now is that we will attempt to hold some type of SUSPECT event at the Consumer Electronics Show in January--as a press opportunity.

As many of you suggested, we contacted the professionals at Murder-to-Go, to assist with the planning for such a media party, and we have every reason to believe that they would represent Infocom appropriately. (\*Look for an article on their work in the November issue of LIFE Magazine!)

In the meantime, we'll be pursuing the usual round of rave reviews for SUSPECT.

--Pat Maroni  
Manager of Public Relations

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# INFOCOM

TO: Infocom Brothers & Sisters  
FROM: The Proud Parents  
SUBJECT: Birth Announcement

CERTIFICATE OF BIRTH

CHILD'S NAME: Cornerstone

PARENTS' NAMES: Infocom, Inc.

DATE OF BIRTH: Thursday, January 31, 1985

PLACE OF BIRTH: 55 Wheeler Street, Cambridge, MA

ATTENDING PHYSICIAN: Business Products

A gala birthday party has been planned for Cornerstone on Thursday, January 31, 1985. Festivities start at 5:00, with refreshments to be served starting at 6:00. Second floor here at Infocom. Don't miss this celebration of Infocom's newest family member. A good time is guaranteed for all.

# INFOCOM

TO: Staff

FROM: Albert Vezza

SUBJECT: Infobase Evening Presentation

As you are undoubtedly aware, a press conference has been called in New York to announce Infobase. This represents a proud moment in Infocom's history and what we anticipate will become another successful milestone.

Because we have all been a part of this new product, it is only appropriate that we all participate in the fruits of our labor. So, I cordially invite you and your spouse or a guest to attend a special company presentation of Infobase on:

DATE: Thursday, November 1, 1984

PLACE: The Colonnade Hotel  
120 Huntington Avenue  
Boston

TIME: 6:30 p.m. - Cocktails and Hors d'oeuvres  
7:15 p.m. - Infobase Presentation

An R.S.V.P. to Linda (Carlough) is requested. Also, should you need directions to the Colonnade, Linda can help you.

Won't you join us for this exciting event.

AV:lsc

# INFOCOM

TO: ALL EMPLOYEES

Today we have joining us in the Product Testing Department "Dazzle," who will be working security at the entrance to the Testers' Suite as well as consulting for the second business product ("The sophisticated database for the non-human"). He will be reporting directly to Suzanne Frank.

Dazzle, a pure-bred Hellhound, joins us from the CIA where he was the Director of Munitions and Illegal Substances Discovery Squad. Last year he garnered intra-agency recognition after sniffing out 250 kilos of uncut cocaine (street value: 4.5 million Zorkmids) at Logan Airport, and subsequently finished the Boston marathon ahead of any non-wheelchair-bound participant.

Dazzle is a Spring 1981 graduate of the Barbara Woodhouse obedience school where he majored in Shedding (with a minor in Artificial Intelligence) and graduated Magna cum fleas. When not on duty, Dazzle spends his leisure time avoiding S. Eric Meretzky, fouling his neighbor's lawn, and frightening small children (though he modestly lets on that his "bark is bigger than his bite").

But Dazzle won't have much free time this winter, as a result of a recent diagnosis from his veterinarian: starting early November, for a period of three months, he will be in heat.

Please welcome him to Infocom. His office is T-110.

—Bill Eastland

Director of Canine Employment



# INFOCOM

## INFORIVER RAID

This is the highest rating I have ever given a film. No regular reader of this column will want to miss the last potent 10 minutes of a film so strikingly real you'll think you were there, (or could be soon).

The film begins on a lazy Saturday in September, the 2nd weekend in September. A devoted group of employees, from a local bit twiddling firm known as Infocom are out for an afternoon of fun in the sun in canoes on the river.

Richard Dawson, host of the popular TV Game Show Family Feud, makes his directing debut in this river running epic. "This movie will do for canoes what Saturday Night Fever did for gold chains," said Dawson at a recent press conference on the banks of the Concord River where the film is set.

John O'Leary will most certainly be nominated for an Oscar for his starring role. Especially touching is the sad scene in which all the employees hear the waterfall just ahead and are listening to O'Leary's tear jerking confession, "I'm sorry it all had to end this way, I didn't mean for us to take the wrong fork and end up like this. We'd have been alright if Hollywood would have brought more beer"! At this point Hollywood Dave Anderson is set upon by his fellow employees. Before they can remove his eyes from his sockets, the canoes are swept over the falls.

This film is not to be missed. A special note to readers of this column. A publicity stunt for this film will take place Saturday, September 15th at 11:00 a.m. If you are interested in attending, put your name on the sign-up sheet posted on the Personnel Bulletin Board, located on the first floor.

--Baxter Jackson (Footnote 17)

Not a very good review, is it?

The price per employee will be \$5.00, the price per guest will be \$7.00.

# INFOCOM

MEMO

DATE: June 20, 1984

TO: All Personnel

FROM: Albert Vezza 

RE: Incoming mail/packages

Yesterday we received a telephone threat from a male caller that two letter bombs were on their way to Infocom. A great majority of such threats are hoaxes; therefore, we cannot be paranoid about the situation and must continue to conduct our business. Nevertheless, we must take appropriate precautions to insure our safety.

The authorities have been notified and all our incoming U.S. mail is being screened by Postal Inspectors using special equipment. All letters and packages delivered by courier should be intercepted by security and held for screening unless Marcy directs them otherwise.

If you know a letter or package is coming by courier from a specific sender, let Marcy know and she will accept it.

This procedure will delay all delivery of mail and packages by several hours or possibly to the next day and we will follow it for at least a week.

Please do not accept or open any letters or packages that have not been delivered through normal channels.

I urge all of you to attend today's birthday party as we will be discussing the situation in more detail there.

# INFOCOM

TO: Everyone!

FR: Pat in PR

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*Pat*

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PRESS RECEPTION, 11/12/84

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TIME: 4:30--7:30 p.m.

INFORMAL

REMARKS: Introduction of Infocom principals and Simon & Schuster representatives

John O'Leary, Director of Consumer Product Marketing -- brief account of 'what this means' to Infocom; evolution of marketing program for Hitchhiker's.

Alvin Reuben, Executive Vice President, Simon & Schuster

Will recap joint success of this promotion/ talk about best-selling Hitchhiker's book and why joint distribution made sense; then will defer to John O'Leary who introduces Marc Blank

Marc Blank, Vice President: some informal background on acquaintance with Douglas Adams and his ties with Infocom. Marc introduces Adams and Meretzky.

Douglas Adams says a few words about the project and then is joined by Steve in actually showing the game.

Questions from the audience--to be fielded by Adams and Meretzky.

\*NOTE: THIS IS THE SAME BUILDING IN WHICH LATE NIGHT WITH DAVID LETTERMAN IS TAPED. WE ARE TRYING FOR SOME TYPE OF ON-AIR TIE-IN HERE SINCE LETTERMAN WILL BE TAPING DURING THIS TIMEFRAME. WILL KEEP YOU POSTED!

# INFOCOM

## THIS MEMO COULD CHANGE YOUR LIFE!

Here in Production, we don't put out memos very often. But when we do, you can bet the rent that it's for some pretty important reason.

Business is booming. September was a record month for sales. Commodore has more than one hundred thousand games on order. New games are being released this month (Hitchhiker's) and next month (Suspect). New packages are ready for seven of our old titles, and the other five will be re-packaged beginning December 1 or thereabouts.

Infocom's phenomenal Fall '84 success, while good news for every other department, has Production under a slight strain. We are barely keeping up with the avalanche of orders, at a time when we should be pulling ahead and building up comfortable inventory margins. Already, the assembly lines are working 12 hours a day on weekdays plus another six hours every Saturday.

The folks in Production, along with Research Packaging (the company that assembles and ships our products), are working on ways to increase the rate at which we can assemble games; for example, we have just signed the lease on an InfoWarehouse to ease space problems at Research Packaging. But these solutions still might not be enough.

Infocom is a unique, highly motivated, entrepreneurial, innovative company, composed of many unique, highly motivated, entrepreneurial, innovative people. Therefore, the folks in Production have come up with a unique, highly motivated, entrepreneurial, innovative solution to our problems: InfoSundays at Research Packaging.

Here's the plan: Next Sunday, (10/23) 25 InfoVolunteers will travel to the Research Packaging facility in Randolph. There, in an atmosphere of unique, highly motivated, entrepreneurial, innovative comradery, they will run the InfoAssembly Line from 10am to 5pm (with breaks, of course). And if things work out, we'll CONTINUE TO DO SO FOR EACH OF THE EIGHT SUNDAYS BETWEEN NOW AND DECEMBER 16!

Let's admit it. We're in a crisis. We wouldn't be asking people to give up their Sundays otherwise. To help us get through this crisis, nearly every member of the InfoFamily will have to stand up and be counted. Even our CEO has offered to drive trucks. Consider this Production crunch to be the moral equivalent of war.

But don't think you'll have to stand and and be counted for nothing. Everyone will receive a \$100 bonus for each Sunday they work on the assembly line. And that's not all.

In a burst of generosity (actually a transparent attempt to increase productivity), the InfoPrez has declared a bonus OVER AND ABOVE THE \$100! Each Sunday, for each game assembled beyond the first 5000, each person will get two cents per game assembled. For example, if we packaged 6000 games, each person would receive \$120 for the day.

"Who cares about the money!" (I'm sure you're saying.) "Think about the fun! The excitement! The company spirit! The free pizza! Where do I sign up?"

A sign-up sheet for Sunday, October 2<sup>nd</sup> can be found on the main bulletin board (where all the job postings are). If things work out on Sunday, sign-ups for the rest of the year will be posted. Husbands, wives, friends, and roommates are all encouraged, provided that they're unique, highly motivated, entrepreneurial, innovative people and at least 16 years old.

Don't be discouraged if you have no way to get to Randolph. The sign-up sheet includes a spot for transportation requirements, and we'll try to arrange some carpools.

REMEMBER that when you sign up, you're making a commitment. This isn't a "yeah, I think I'll try to show up some time" kind of thing — it's a "Yes! I will definitely be there right on time!" kind of thing. An assembly line requires everyone working together as a team!

See you on Sunday. Be there. Aloha.

The Folks in Production

P.S. This is serious. It is NOT A JOKE.

# INFOCOM

DATE: February 17, 1984

MEMO

TO: All Softcon-bound Employees

FROM: Accounting

RE: Softcon Expense Accounts

Roses are red  
Violets are blue  
Save your receipts  
Or the trip's on you!

*mfa*

# INFOCOM

TO: Infocom Staff *AK* *JD* *MB*  
FROM: Albert Vezza, Joel M. Beres, Marc S. Blank  
SUBJECT: Company Structure  
DATE: December 14, 1984

This memo announces a new Infocom corporate structure that was formulated with the aid of the outside directors and John Brackett and John O'Leary. We believe the new company structure, shown in the accompanying diagram, will allow Infocom to take the next step in its evolution while maintaining the quality workplace we have all come to love and enjoy. This memo briefly discusses the philosophy behind the structure and places it in perspective.

The first principle of the company, which can be traced to our roots at MIT, is that the company is development-driven. By that we mean that Infocom provides an environment in which creative, skilled people can imagine, conceptualize, and develop innovative products. We intend to maintain this environment. Infocom will remain a development-driven company. To insure the environment and to insure that Infocom products will always be innovative and technically superior to other products in the marketplace, we are establishing a dual ladder system for technical personnel. Essentially, all product line specific technical managers will report through the general managers of the respective product lines, and all other technical personnel will report through the Executive Vice President of Research and Development, who will assign them on a project basis to the product lines to perform product line specific development. The company will adopt the following philosophical guidelines when seeking new product opportunities:

1. Product development has the responsibility for product conceptualization, specification, and development.
2. Product development has the responsibility to seek the advice and counsel of marketing.



3. Marketing is a vital function that has the responsibility of providing advice and counsel to product development concerning marketplace information.
4. Marketing is responsible for helping to position, market, and sell products.
5. Infocom will market only software that is internally created or has been created as a result of a joint effort.

The new corporate marketing role is established to handle coordination among the product lines and the corporation, and as it becomes obvious which functions are common to product lines to perform those functions.

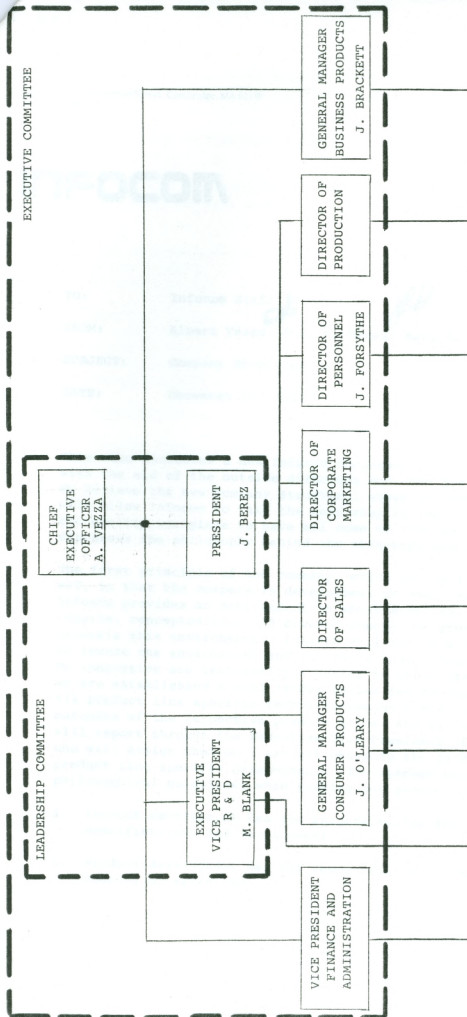
An important aspect of making the company function smoothly and making the company structure work is that the three authors of this memo are committed to working together. To this end, we have established a Leadership Committee, consisting of the CEO, President, and Executive Vice President of Research and Development. The Leadership Committee will:

1. Provide philosophical principles under which the company will operate.
2. Provide corporate direction.
3. Interpret philosophical principles and corporate direction to insure a consistent tone and quality of life at Infocom.
4. Insure that the welfare and dignity of the company's employees are maintained.

In addition to the Leadership Committee, the company will have an Executive Committee, consisting of the CEO, President, Executive Vice President of Research and Development, the General Manager of each product line, the Vice President of Finance and Administration, the Director of Sales, the Director of Corporate Marketing, the Director of Personnel, and the Director of Production. The Executive Committee will be responsible for developing company policy and strategy consistent with the company's philosophical principles and the corporate direction provided by the Leadership Committee.

It is clear to us that 1985 will be a pivotal year for Infocom. Our new business product line, with its first product Cornerstone, will take its place beside our now famous and well-established interactive fiction product line. If at the end of 1985 Infocom is still a highly motivating and great place to work and it is one of the very few personal computer software companies with more than one successful product line and many products it will have become an even greater company than it is now.

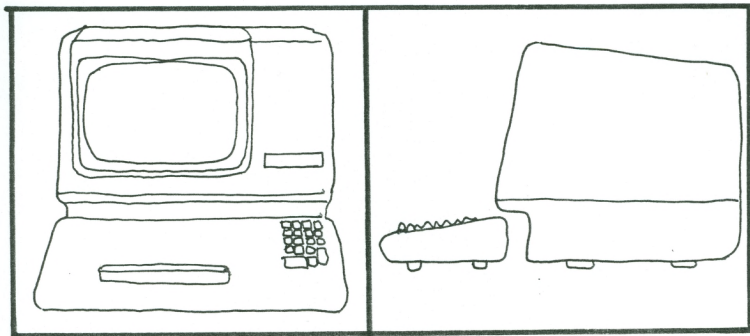
We recognize that the impending greatness that Infocom is about to achieve will also bring with it problems that will stress the organization. The articulation of the foregoing concepts only provides a structure for dealing with those problems. Thus, this is just the beginning. Everyone in the organization must cooperate and work hard at helping us solve the problems that will arise if Infocom is to achieve its goal of being a truly great company. Therefore, we ask that everyone join us as we move forward into this pivotal year by supporting the concepts and the new corporate structure.



Effective January 1, 1985

# WANTED!

## DEAD OR ALIVE!



VT100A, alias "Ted the Term", serial number 30754. Also, the following members of his gang:

VT102A, alias "Dick the Dec", serial number TA08204

VT131, alias "Cathodes MacGillicutty", serial number ABAX039.

CRIME: Vanishing during inventory.

Any information about the whereabouts of these Digital Desperadoes should be given to Sheriff Michi at 278 or Deputy Linda at 212.

REWARD: 50 paper clips

# INFOCOM

TO: Everyone

FROM: The Leadership Committee (Al, Joel, Marc)

SUBJECT: Contest

Remember the old game shows "What's My Line" and "Name That Tune"? Well, we're sponsoring a contest called "What's My Corridor" and "Name That Hall".

We don't want anyone getting lost in the new place, so we thought names for the corridors would make sense. And because you all come up with such good ideas, we'll leave the name(s) up to you--in contest form.

The prize? Dinner for two at the luxurious Bay Tower Room atop the 60 State Street building in Boston. You'll dine elegantly while overlooking the twilight of Boston Harbor.

What do you need to do to enter this contest?

1. Submit your entry by Thursday, April 11 to Linda C.
2. Entries must be fun and creative. You may name as many or as few of the corridors as you choose.
3. Entries must be useful in finding your way around and in identifying locations.
4. Judges: The Leadership Committee.
5. Winner will be announced sometime on Friday, April 12.

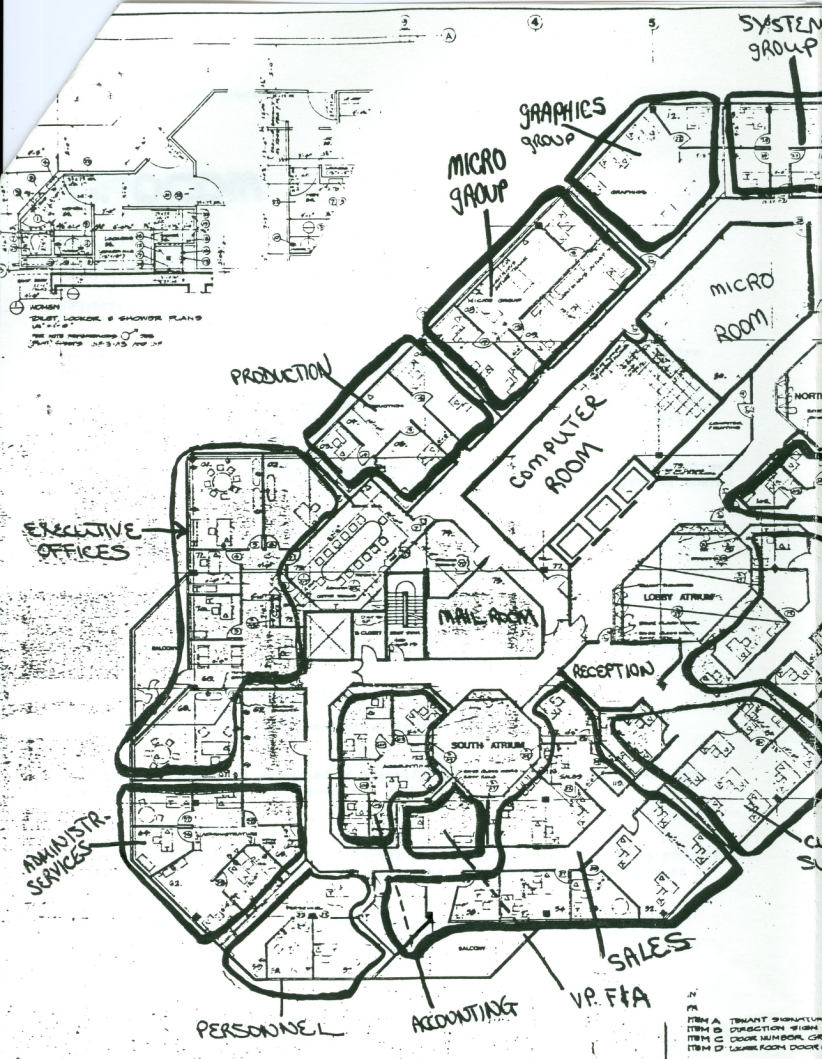
The attached floor plan is marked to identify work areas, which should help you as you create names for locations.

Good luck to one and all!

(Prize will be awarded to the best overall entry. All entries become the property of the Leadership Committee, which reserves the right to use any or all parts of them.)

To get a list of winners, please include a stamped, self-addressed envelope.

lsc  
3/29/85



ITEM A TENANT SIGNATURE  
ITEM B DIRECTION SIGN  
ITEM C DOOR NUMBER OR  
ITEM D LEASE ROOM DOOR



• **INF-G13**

MOVING TO THE NEW BUILDING: An Infocom Tale of Adventure  
Copyright (c) 1985 by Infocom, Inc. All rights reserved  
MOVING TO THE NEW BUILDING is a trademark of Infocom, Inc.  
Release 1 / Serial Number 186590

Hall Near Library

You are standing in a long hallway with gray carpeting. Doorways lead south toward the Library, and north toward an office.

>RESTORE

From file: APRIL20.SAVE

Okay.

>LOOK

Linda Avery's Office

This is a small office with a view of Wheeler Street. The only exit is west.

Linda "Tex" Avery is here, filing memos.

There is a candy jar here.

>INVENTORY

You are carrying:

- a set of keys

- an ID card

- a piece of your rear windshield

The piece of your rear windshield contains:

- an Abt parking sticker

- a memo

>EXAMINE KEYS

The keys are for the old Infocom offices at the Abt Complex.

>GIVE ID TO LINDA

Tex refuses the keys. "Sorry. Ya had to turn'em in by yesterday." She points toward a calendar on the wall.

>READ THE CALENDAR

"April 20."

>READ THE MEMO

The memo, cutely written in the format of Infocom interactive fiction, is all about exchanging your keys, IDs, and stickers for the office move. According to the memo, you must bring your Infocom keys to Linda Mazzotta on April 18th or 19th, and your must bring your Abt ID and Abt parking sticker to Linda Avery on either of the same two days.

>RESTORE

From file: APRIL19

Okay.

>LOOK

Hall Near Library

You are standing in a long hallway with gray carpeting. Doorways lead south toward the Library, and north toward an office.

>NORTH

Linda Mazzotta's Office

This is a small office with a view of some shrubby roots. The only exit is south.

Linda Mazzotta is here, moaning about everyone who hasn't turned in keys.

Linda Avery is here, moaning about everyone who hasn't turned in ID cards.

>INVENTORY

You are carrying:

- a set of keys

- an ID card

- a piece of your rear windshield

The piece of your rear windshield contains:

- an Abt parking sticker

- a memo

>GIVE KEYS TO LINDA

Which Linda do you mean, Linda Mazzotta or Linda Avery?

>MAZZOTTA

Linda Mazzotta takes the keys from you and begins rummaging in her desk.

Linda Avery turns to leave. "See ya latah!"

>WAIT

Time passes...

Linda Mazzotta hands you keys for the new Infocom offices at CambridgePark.

>SOUTH

Hall Near Library

>W.W.ENTER STAIRWELL.U.U.LEAVE STAIRWELL.W.N.N.W

Hall Near Accounting

Hall Near Junction

Ernie is off to the north.

Stairwell at Basement

Stairwell at First Floor

Stairwell at Second Floor

Dan Horn passes you on his way down the stairs.

Hall Near Micro Group

Hall Near Spiral Stair

There is a fern here.

Hall Near PR

Hall Near Personnel



Linda Avery's Office

This is a small office with a view of Wheeler Street. The only exit is west.  
Linda "Tex" Avery is here, filing memos.

There is a candy jar here.

>EAT CANDY

The candy jar isn't open.

>OPEN JAR.EAT CANDY

Opened.

Yum.

>GIVE ID TO TEX

Linda Avery takes your old Abt ID and hands you a new CambridgePark ID!

>GIVE WINDSHIELD TO TEX

Linda Avery takes your old Abt parking sticker and gives you a new parking sticker for the Abt Rec Center!

Congratulations! Your score is 3 (out of a possible 3) points. This gives you the rank of Infocom Employee Who Has Successfully Completed All Key, ID, and Parking Sticker Transactions Necessary For Moving To New Offices.

# INFOCOM

TO: All Employees  
FROM: Administration  
DATE: 4/30/85  
RE: Stain on carpet

There is a red stain on the blue carpet near the elevators. The cleaning people have been unable to get it out and have said we must find out what was spilled in order to remove it. Any information regarding the stain would be most helpful and very much appreciated. Anonymous information is fine, we just want to get the stain out. Thanks very much.

TO ALL INFOCOMMIES:

A BOTTLE OF KORBEL BRUT IS MISSING FROM THE REFRIGERATOR. I HAD GIVEN THE BOTTLE TO PAUL GROSS FOR HIS EFFORT ON THE MSIBM INTERPRETER. PAUL WOULD LIKE TO DRINK IT NOW, BUT SINCE IT IS GONE, HE CAN'T. TO WHOMEVER ENJOYED THE BOTTLE: PLEASE REPLACE IT. I'D APPRECIATE IT.

-SUZANNE

P.S. PAUL WOULD LIKE TO DRINK IT ASAP. JUST WRAP IT IN A BROWN PAPER BAG, PUT HIS NAME ON IT AND THEN PUT IT IN THE FRIDGE.

THANKS.

# INFOCOM

TO: All Employees

FROM: Gabrielle, John B., John O.

DATE: July 11, 1985

The response to the Sales Department's plea for Infovolunteers has been quite good. But honestly, not good enough. We want to make it perfectly clear what the project is all about and to let you know both product lines are committed to the project.

As everyone knows, the summer is not a peak period for the sales of software and we are having a particularly difficult time this year. We realize that everyone's job is very important to the success of this company and that many are feeling the strain of a hiring freeze on their own jobs. But right now we need sales. Not only sales of Cornerstone but sales of our Interactive Fiction line as well.

We also have heard that some people could not volunteer between 9AM and 6PM but offered to work in the evenings. Therefore, we have added a 4th shift from 5PM to 8PM.

We are asking for a 2 week commitment only. We are being rather bold in our ambition, but we feel that with everyone's effort we can pull it off.

There will be an orientation meeting on Friday, July 12 from 2:30 - 3:30 in the kitchen conference area.

It's not just the Sales Department that needs you, it's the company that needs you. And all of us **are** the company. Last fall we all made a major contribution to solving the company's production problems. Now there is an important opportunity for us all to make a short-term contribution to increasing sales. So please help out.

If you have any scheduling problems or are uncertain about what it'll take to become an overnight salesperson, please come ask us.

# INFOCOM

DATE: July 24, 1985

TO: All Employees

RE: Infovolunteers

## WE NEED YOU!

As you may have heard from your manager, the push is on to increase game sales. Given the success of the telemarketing phonathon, we have decided to have an internal game-writing campaign.

Over a two week period (August 1 - August 13) we will write approximately 5 games. We need 30 volunteers to work 5-6 shifts each over the two week period. Each shift is three hours long and there are three shifts per day: volunteers are expected to write at least 21 puzzles, room descriptions or mystery characters per shift.

Before signing up, please check with your manager -- once you sign up you are committed. If you have any questions please ask before you sign up. In light of the difficulty of game-writing, there will be two one-hour training and orientation meetings, this Friday and next Monday, starting at 8:00am sharp. Each session will include a brief overview of these appropriate topics: ZIL, ZAP and ZILCH, Developing New Puzzles, Prime De-bugging Methods, and Coding Out in RMCODE.

By the way, the infovol-imp-teer who produces the first game, complete and bug-free, gets a dinner for two at Joyce Chen's -- on us!

Also, view this as practice for next month's Business Products Infothon!

# Movin' On Up To The Good Times

CAUSE FOR CELEBRATION

## SOFTSEL HOTLIST

#1 in Entertainment: Hitchhiker's Guide to the Galaxy

#3 in Entertainment: Wishbringer

#27 in Business: Cornerstone BEATING OUT dBASE II  
(which fell to the #28 spot)

5:00

Celebration

"Friday party" a day early

TODAY!  
THURSDAY

# INFOCOM

TO: Everyone  
FROM: Joel Berez *JMB*  
SUBJECT: Parties  
DATE: August 16, 1985

Last Friday night after the party, an unidentified person or persons made a large hole in the wall outside of the kitchen area. While there is no direct evidence linking this incident with the Friday party, this kind of thing casts doubts on all parties here. I feel especially uncomfortable about this one, because I sponsored the party.

Some might suggest that frequent parties at Infocom where alcohol is served expose us to unreasonable risk, particularly with the new Massachusetts liquor liability laws. I prefer to believe that most of us are capable of controlling ourselves and that eliminating employee parties altogether is too extreme a reaction to the excesses of a few people. I propose that we adopt a few rules to ensure that any future improprieties are not linked to Friday parties:

1. Friday parties will officially end at 7 p.m.
2. Feel free to stay around here after 7 p.m., but no alcohol, please.
3. Feel free to do whatever you want after you leave Infocom. (You might think twice about driving if you've been drinking. Remember, we need you back at work on Saturday!)
4. Outside of the employee parties on Fridays, there should be no alcohol consumed at Infocom at any other times.

Please excuse the formal memo, but I personally want to be able to continue enjoying the Friday parties.

JMB:lsc

# INFOCOM

TO: Everyone

FROM: Joel Berez *JMB*

SUBJECT: Settling

DATE: August 23, 1985

Last Thursday night after work, an unidentified building or buildings made a large hole in the atrium window of the consumer marketing conference area. While there is no direct evidence linking this incident with settling, this kind of thing casts doubts on all settling here. I feel especially uncomfortable about this one, because I sponsored the use of cut-rate building materials here.

Some might suggest that frequent settling at Infocom exposes us to unreasonable risk, particularly with the new Massachusetts settling liability laws. I prefer to believe that most windows are capable of controlling themselves and that eliminating settling altogether is too extreme a reaction to the excesses of a few windows. I propose that we adopt a few rules to ensure that any future improprieties are not linked to settling.

1. Settling will officially end at 7 p.m.
2. Feel free to stay around here after 7 p.m. but no settling, please.
3. Feel free to do whatever you want after you leave Infocom. (You might think twice about leaning on a window if it's been settling. Remember, we need you back at work the next day!)
4. Outside of the normal settling periods, there should be no settling of buildings at Infocom at any other times.

Please excuse the formal memo, but I personally want to be able to continue enjoying settling.

JMB:lsc



# SIGN UP FOR THE HALLOWEEN PARTY OR WE'LL SHOOT THIS DOG



"That's no dog, that's my CEO!" you're probably saying. Well, you're wrong! It's a dog wearing an incredible Al Vezza costume (Heartland Drug, \$11.95). Just like the incredible costume you'll be wearing when you attend the annual Infocom Halloween Party this Thursday.

Here's just some of the incredible excitement planned:

- \* Haunted House - Yes, the testing suite is an area of high poltergeist activity, where you'll actually meet the ghost of that famed former tester, Mike Dornbrook
- \* Haunted Punch - Hollywood's secret recipe from beyond the grave
- \* Bobbing for Pumpkins - or other fruit as the case may be
- \* Pumpkin Drop - From a height of three inches. A once-in-a-lifetime thrill.
- \* Costume Contest - prizes include free desk calendar refills and box seats at the November company meeting
- \* Major Pig-Out - foods from around the world. The only drawback is that you've got to bring the food...

Since you won't want to miss this incomparable event, sign-up now on the lunch room bulletin board, and write down what tempting international culinary treat you'll be bringing (we'll need salads, appetizers, main dishes, and deserts -- try to keep it balanced). Also, \$2 for drinks and decorations must be paid in advance to Suzanne, or any other tester in her vicinity.

Note: There's no Friday party this week, so if you want to let it all hang out, Thursday's the day! Bring music tapes. Recapping, here's what you should do:

1. Decide what food you want to bring
2. Sign-up near the kitchen
3. Fork over two bucks to Suzanne or one of her clones
4. Make your costume (or stop by Heartland and pick up a Vezza)
5. Get ready to party (5pm to 7pm\*)

\*wink, wink

# INFOCOM

TO: All Employees

FROM: Donna McCarron

SUBJECT: Payroll and Budget

DATE: June 26, 1985

I would like to clarify the information that was explained at the company meeting last Thursday.

1. Due to Infocom's need to conserve cash during the summer doldrums, the company has instituted a salary deferment program for the months of June, July, August, and September. Deferments will be based on your current salary level as follows:

	<u>CURRENT SALARY</u>	<u>% DEFERRED</u>
JUNE:	\$ -0- - \$ 25,000	5 %
	\$ 25,001 - \$ 40,000	7.5 %
	\$ 40,001 -	10 %
JULY, AUGUST, SEPTEMBER	\$ -0- - \$ 25,000	10 %
	\$ 25,001 - \$ 40,000	15 %
	\$ 40,001 -	20 %

This is a temporary measure and a **DEFERMENT**, not a pay cut.

Payback will be made in 1986; sooner, if possible.

2. Hardship cases will be reviewed by the Leadership Committee.
3. If you are able to help further by deferring more of your salary than required, please contact Personnel for details. Infocom will pay interest of 1.5% per month on all optional deferments.

4. Your employee benefits are in no way being affected by this salary deferment.
5. Another way that you can help is to take time off without pay, a day or a week, or work part-time if this is possible in your department. Please check with your manager just as you would for any vacation time and also fill out the proper forms with Personnel.
6. Please note that June paychecks will be distributed at 4:30 p.m. on Friday, June 28, and direct deposits will be made on Monday, July 1.

We expect this situation to be temporary and are optimistic that it will be over soon. Infocom's greatest asset is its employees. Thank you for your support.

Dimwit Flathead  
proudly announces  
the engagement of  
INFOCOM, INC.

to  
ACTIVISION, INC.  
of Mountain View, CA  
on Wednesday  
the 19th of February, 1986  
A party will be held in their honor  
today at 5:00p.m.

at  
The Kitchen  
5th floor  
125 Cambridge Park Drive  
Cambridge, MA

Please bring Monetary Gifts  
No RSVP required

MEMO

TO: Whom It May Concern  
FROM: Joel  
DATE: April 15, 1986  
RE: First Annual Infocom Guess-the-Future Quiz

Attached is a surprise quiz for you to complete. Unfortunately for those of you who cannot write, it's essay, not multiple choice.

You have one week to prepare your answers, which are due by 10 AM, Tuesday, 4/22 at Linda Carlough's office. You may consult with others, but try not to unduly influence them. Extra credit will be given for original thoughts.

The reward for the best scores on these quizzes will be to have your very own thoughts included in Infocom's five-year plan. Best of luck to all participants!

## First Annual Infocom Guess-the-Future Quiz

In this quiz we ask you to predict the future of Infocom over the next five years. You, of course, have an unfair advantage in that you can influence our future course to help make your predictions come true. That's okay, because we are cleverly using subtle management science techniques here to build a consensus for Infocom's future direction. As long as we pick an achievable and desirable future, we'll all be happy.

Now, on with the quiz. If you get stuck on something, don't panic. Partial credit will be given for reasonable (or particularly humorous) answers. Your guess is as good as mine!

- 15% 1. What will the marketplace look like in 5 years?
- a. How well will computers have penetrated the home?
  - b. How much of an impact will the new technologies (CD-ROM, voice synthesis, etc.) have had on the home computer?
  - c. What on earth will people be doing with their home computers?
  - d. How about computers in schools and businesses? (Do we care about those?)
- 35% 2. What will Infocom's product line(s) look like in 5 years?
- a. How much emphasis on home, school, business, or other?
  - b. What types of products?
  - c. How many?
  - d. Who will be developing them?
- 50% 3. Justify your answer to question #2.
- a. How well does it fit the marketplace?
  - b. How does it utilize Infocom's current strengths?
  - c. What new strengths will Infocom have to develop or acquire to get there?
  - d. Why do we want to do that, anyway?

# INFOCOM

TO: Everyone  
FROM: Linda Carlough  
DATE: July 14, 1986

Now that the July 1 salary review process is finished, we've also finished the changing over of our job titles into the Activision counterpart.

Some people's titles changed; others, didn't.

So that everyone knows what everyone's title is, I've attached a list, for your information.

mtf  
Attachment

Amy Briggs  
Amy Remigio  
Angela Crews  
Brian Moriarty  
Carl Genatossio  
Chris Reeve  
Curtis Montague  
Cynthia Curtis  
Dave Anderson  
Dave Lebling  
Debbie Reilly  
Dorene Woodrow  
Duncan Blanchard  
Ed Black  
Elizabeth Langosy  
Ernie Brogmus  
Gabrielle Accardi  
Gary Brennan  
Gayle Syska  
Harry Regan  
Heidi Korn  
Jeff O'Neill  
Joel Berez  
Jon Palace  
Linda Carlough  
Linda Mazzotta  
Linde Dynneson  
Lisa Fratto  
Liz Cyr-Jones  
Lorri Fischer  
Mark Buxton  
Mary Ellen O'Connor  
Mike Dornbrook  
Spencer Steere  
Steve Meretzky  
Stu Galley  
Susan Goldman  
Suzanne Frank  
Tim Anderson  
Tom Bok  
Tom Veldran

Product Tester  
Secretary/Receptionist  
Graphic Services Supervisor  
Designer  
Creative Services Manager  
Vice President-Product Development  
Customer Support Representative  
Graphic Services Buyer  
Designer  
Senior Designer  
Credit Collection Supervisor  
Customer Support Manager  
Software Engineer  
Senior Project Manager  
Staff Writer  
Production Manager  
Sales Development Manager  
Product Tester  
Assistant Product Manager  
Division Controller  
Customer Support Representative  
Designer  
Chief Executive Officer & President  
Creative Development Manager  
Administrative Assistant  
Office Services Supervisor  
Software Engineer  
Customer Support Representative  
Senior Product Tester  
Secretary/Receptionist  
Product Tester  
Accounting Coordinator  
Director of Marketing  
P.R. Associate  
Senior Designer  
Senior Game Writer  
Marketing Assistant  
Product Testing Manager  
Senior Product Engineer  
Junior Product Tester  
Technical Assistant



Official Crazy Eights Rules  
(Drinking Version)

Eight cards are dealt to each player, one card is turned face up (as the discard pile), and the remainder of the deck is used as the 'pick-up' pile. Players proceed, in turn, to play their hand (one card per turn) by discarding a card of the same suit or denomination as the last card discarded. Alternately, a player may play an eight of any suit, naming a new suit of his choice. If a player has no cards playable, he or she must draw from the 'pick-up pile' until he or she finds a suitable card. The player who discards all of his cards wins the game.

Any violation of the following rules will result in a liquid penalty.

1. No swearing.
2. No pointing, except with one's elbow.
3. No playing out of turn.
4. No asking ANY questions.
5. An offender must finish the entire contents of the penalty glass. (No backwash!!)

- Once an offender drinks his penalty glass, he pours the next penalty glass, as he sees fit.

- Leaving the game, to use the facilities or permanently, is permitted, providing one "drinks out." (To reenter the game, one must "drink in.")

- Any confusions or ambiguities shall be brought before the charter members of the Crazy Eights Foundation.

"Bud" Coors

# INFOCOM

To: Everyone  
From: [REDACTED]  
Subject: Insensitivity  
Date: December 8, 1986

Some time between 9:00 PM yesterday and 10:00 AM today a person or persons unknown removed a partially filled out performance evaluation form from [REDACTED]'s desk. Said individual(s) then made a copy of the form, circled a particular item and placed it on [REDACTED]'s desk.

Unfortunately, it is unlikely that I will ever know who the insensitive clod(s) is(are). To the perpetrator(s) I would say, this action was inexcusable and juvenile. In the future, act in a professional manner. To everyone else, I apologize for flaming and I hate to say it but be careful what you leave on your desk.

# INFOCOM

August 3, 1987

TO: Infocom Employees  
FROM: Joel  
RE: Cornerstone



All good things must come to an end...

Cornerstone is dead. Please observe a moment of silence to mourn its passing.

As of August 18, Cornerstone will be officially delisted. We are preparing close-out specials, including an offer in The Status Line. As of now, Cornerstone is unsupported by Infocom except that Customer Support will continue to offer telephone assistance to customers.

As you all know, Cornerstone was Infocom's most ambitious single project. Our failure with it taught us many lessons, including the importance of focussing where our strengths are.

For a brief period several years ago, Infocom was the leading producer of entertainment software in the industry. Because we took our core business for granted, and concentrated our energies and resources on a completely different area, we fell quickly behind the competition. Now that business software is behind us, we can more easily move to modernize our interactive fiction line, expand into other areas of storytelling, and move back towards a leadership position.

Cutting the cord with Cornerstone should be viewed as a positive move for us. It is a fine product and we will continue to assist people who bought it, but today Infocom and the entertainment market are both better off without it.

Please feel free to explain all of the above to any outsiders wondering about Cornerstone's fate.

- . being waived by the softball team. and asked to turn in your Hawaiian shirt
- . being appointed CEO
- . being asked by Linda Mazzota, who's holding a magnet, to "see your Spaulding and Sly card for a minute"
- . being told your number is being retired for outstanding performance on the softball field
- . being asked to collaborate on a game with Lenny Bruce
- . being reassigned Dan Horn's old password
- . being given the straight-jacket version of the Cornerstone windbreaker
- . having your name added to the WHOWAS list on TOPS-20
- . being voted the Mayor of the City of Fooblitzky
- . being relocated to a windowless, and doorless, office
- . being awarded an AIDS-infected ceramic Info-Mug (embossed with your name) at a company meeting
- . being invited, late in May, to Info-Ice-Skating Day on the Charles
- . being asked to taste-test the punch preceeding a company meeting
- . being asked to pitch the "games side" at the Bambergers in Sri Lanka on a one-way ticket
- . showing up for Info-Production day and being asked to fill out a W-2 form

Sincerely,

  
John Kao



# CREATIVE AXING, INC.

John Kao  
Mary Lou Balbaky  
CREATIVE AXING  
(formerly Creative Action)

January 12, 1986

To the Desk of the Personnel Department:

Dear Desk:

Notwithstanding the severance of our contract with Infocom last June, Mary Lou and myself continue to take a parasitic interest in your company and its employees. Therefore, it was disheartening to receive your negative feedback on our recently proposed series of luncheon seminars: "Interfacing with Your Manager -- What Manager?", "You and the Embryonic Corporation: The Decision to Abort", and "The Corporation in Transition: When Should I Jump?" (to be led by Paul Gross). Well, pursuant with the course of change in the fortunes of the submerging high-tech industry as exemplified by Infocom, it was necessary for Mary Lou and myself to adapt our pitch to these new conditions (to wit, our slight name change). I regret the above proposals were not positively recognized by you. We therefore provide you with concrete suggestions to go about, on an individual employee basis, effecting the changes within Infocom. In the following context-sensitive, Infocom-specific ways this task can be accomplished.

If any of the following instances befall the targeted employee, he/she should thereby have "gotten the message" and our goal at Creative Axing will have been actualized:

- . having your loki surreptitiously changed to "ADIEU"
- . being invited to lunch by Marc Blank
- . being told it "wouldn't be a bad idea to network with Judith Forsythe the next time you're in California"
- . being given indefinite maternity leave for smiling at Robbie McCarron
- . being reassigned to work for John O'Leary
- . being designated to pitch batting practice to Dave Anderson
- . being invited to a Concord River employee outing and receiving a canoe but no paddle
- . receiving a series of disturbing phone calls in the middle of the night by a man who calls himself Tom Peacock
- . being appointed Director of Marketing, Business Products

TO ALL IMPS

Steve gave this document to all the testers who had finished Stationfall and to Liz and me. This sort of thing is very helpful; it focuses the meeting, it gives us something concrete to think about before the meeting, and it tells us where Steve thinks he needs help or where he'd like input. At the risk of increasing paperwork, I'd recommend more documents like this throughout the development process. Oral requests tend to get forgotten.

Jon (2/11/87)

=====

Some things to think about for the pre-beta meeting:

I'd like to put in alternative solutions to a couple of the puzzles. (I've already put in one alternative solution -- putting the nip in the dispenser hole.) For example, should THROW SOUP AT FLAME put it out? Should SEARCH ROOM find the validation stamp or the ceiling panel? Can you think of some better examples, along the lines of the venus flytrap puzzle in LGOP?

See the attached "chemistry lesson" from Gary. Is this degree of scientific accuracy needed? If so, does it make the puzzle too complicated to be worth it? If so, do you have any good ideas for a replacement puzzle? I have a couple, but try and think of one on your own before you read on. Here are mine: 1) there could be a big block of ice floating in Vacuum Storage; you'd have to drill a hole in it with the drill to hold the explosive. I don't like this idea too much, because as you carried the ice around you'd have two holes in a lot of rooms. 2) Replace the bottle of CO2 with a thermos. The object could be called "thermos" or it could just be called "plaid bottle" which you'd have to examine, look-inside, etc. to get clues and figure out that it's a thermos.

Two rooms I'm planning to flesh out: the library and the theatre. Any other rooms need fleshing out?

Finding the foil. Is this too hard? Should there be some explanation of why the foil is where it is?

Is the geography of Level Four too confusing? Is the geography around End of Corridor too confusing? Elizabeth and Andrew both thought so. If so, what can be done about it?

When you get attacked by Plato, holding nip with ostrich present, you drop the nip but the ostrich doesn't react. If the ostrich DID react, though, you'd get screwed. Along the same lines, is it a pain that there's no way to get the ostrich to stop following you once she's started following you?

SEM 2/10/87

# INFOCOM™

April 28, 1987

TO: All  
FROM: Debbie

RE: Obscene Mailbox Messages

Just taking a poll to see how many of us have received these obscene calls on our DIAL telephone mailboxes (I know of three of us).

If you've been victimized (or tantalized), please let Gab or me know. Thanks.

# INFOCOM

TO: EVERYONE  
FROM: CHRIS *Chris*  
SUBJECT: CHANGES IN PRODUCT DEVELOPMENT  
DATE: MAY 4, 1987

\*\*\*\*\*

A few organizational changes are happening in the Product Development Department effective immediately.

1. Liz Cyr-Jones has been promoted to manager of testing. She will report to me.
2. Customer support is now reporting to Gabrielle Accardi. Details to follow from Gabrielle.
3. The systems group (you remember the systems group, aka Tim Anderson) is merging with the micro group. Tim Anderson will manage the combined group and report to me. The combined group will focus on three objectives: moving our development system from the DEC-20 to MAC IIs, major improvements to the ZIL system (including the famous "new" parser) and enhancing the ZIP/EZIP/XZIP interpreters to handle sound, graphics, etc.
4. Stu Galley is joining the systems group. Stu's primary activities will be: the new parser, other ZIL enhancements, technical and creative consulting to outside developers, and providing technical assistance to the inhouse Imp group.
5. Jonathan Arnold has just joined Infocom and the newly formed systems group. He will be working on the various E/X/ZIPS.

CLR:dmd/017



ACTIVISION INTERNATIONAL  
INTEROFFICE FAX

DATE: September 18, 1987

TO: Joel Berez  
Infocom, Inc.  
Cambridge, Massachusetts

CC: All Infocom Staff

FROM: Geoff Mulligan  
Activision International  
Mountain View, California

RE: Board Meeting

---

Just a brief note to let you all know how impressed I was by your Board presentation and your office facilities.

The presentations were clear, concise and to the point and it was very apparent that the people we met with not only knew their business, but enjoyed their work.

It was a pleasure to meet everyone and we all appreciated the hospitality shown to us.

Best regards,



GHM/emr

# InfoBOWLING Update

Starting Monday, January 4, 1988, InfoBOWLING will be a thing of the present!!!

We will bowl Monday nights at 7:00 at Lanes and Games on Route 2 (next to Faces). Four ten-pin lanes have been reserved for our exclusive use. Candlepin lanes are open to the general public at this time for those New England diehards who refuse to pick up a ball that you have to stick your fingers in.

Because the Infocom spirit is based on the inalienable rights of justice and equality for all, InfoBOWLING welcomes all to bowl, even if you can make it only on an occasional basis. If we run out of lane space on a particular night, we'll work out contingency plans.

Bowling costs \$2.00 per string. At three strings a night, that makes a total cost of \$6.00 per week per person (not including shoes). But before you start grumbling, Funcom will subsidize InfoBOWLERS at a rate of 50%, making the financial contribution incredibly miniscule for such amazing fun.

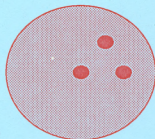
Finally, how can we possibly bowl without InfoBOWLING team shirts??? The resounding answer is, "We can't!" So to rectify this situation, we are getting InfoBOWLING shirts. Like all bowling shirts, these are incredibly tacky, polyester-cotton blend, button-down shirts. They are black with (yellow) "contrasting raglan shoulder inserts for that fast action look." Each will be boldly embroidered with "INFOCOM" across the back and personalized with your name or nickname over the chest pocket. Total cost for this marvelous piece of pop culture is a mere \$25.00, but Funcom will subsidize 25% of the cost for employees only. Just fill out the order form at the bottom and return it to Stella by Friday with a check or money order in the amount of \$18.75. Please allow 3 weeks for delivery.

NAME:

\_\_\_\_\_

Please put the following on my shirt (Print neatly in large block letters.):

\_\_\_\_\_



Circle size:	Men's	S	M	L	XL	XXL	XXXL				
	Women's	30	32	34	36	38	40	42	44	46	48

(Men's have chest pocket; women's have waist-level front pocket.)

MEMO

Date: Oct. 27, 1987

To: All

From: Lorri

Re: New Part-time Receptionist

Yes! We have finally hired a real (i.e. permanent), part-time receptionist. His name is Roger Semans and he will be answering the phones from 9:00 to 2:00 p.m. Except for this week, when he'll be helping us out by working the afternoon shift.

So - please take the time this afternoon to stop by the front desk and tell him who you are and what it is you do here, and most of all to welcome him to Infocom because we're SO HAPPY HE'S HERE!!

P.S. - We are still looking for someone to work from 2:00 to 6:00 p.m. on the phones... If you can think of anyone who might be interested, please let me or Carol know. (Even someone willing to work on a temporary basis until we can find someone permanent would be a big help.) Thanks!

October 13, 1987

TO: ALL PERSONNEL  
FROM: MANAGEMENT  
SUBJECT: RESTROOM TRIP POLICY

In the past, employees were permitted to make trips to the restroom under informal guidelines. Effective Dec. 1, 1987, a RESTROOM TRIP POLICY (RTP) will be established to provide a consistent method of accounting for each employee's restroom time and ensuring equal treatment of all employees.

Under this policy, a "Restroom Trip Bank" will be established for each employee. The first day of each month, employee will be given a Restroom Trip Credit of 20. Restroom Trip Credits can be accumulated from month to month.

Currently, the entrances to all restrooms are being equipped with personnel identification stations and computer-linked voice print recognition. During the next two weeks, each employee must provide two copies of voice prints (one normal, one under stress) to Personnel. The voice recognition stations will be operational, but not restrictive, for the month November; employees should acquaint themselves with the stations during that period. If an employee's Restroom Trip Bank balance reached zero, the door to all restrooms will remain locked for that employee's voice until the first of the next month.

In addition, all restroom stalls are being equipped with a timed paper roll retractor. If the stall is occupied for more than three minutes, an alarm sounds, the roll of paper in the stall will retract, the toilet will flush and the stall door will open.

If you have any questions about the new policy, please ask your supervisor.

Thank you for your cooperation in this matter.

\*\*\* MEMO \*\*\*

Date: December 7, 1987  
To: All Infoemployees  
From: Gayle  
Re: CIA

Hopefully by now either your manager, Stuart, or I have talked to you about the CIA. (If you for some reason you haven't heard about it yet, please see me. I'll be more than glad to fill you in). If you think you'd like to be part of the CIA, fill out the form below and return it to me by the end of today (12/7). Then please be sure to come to the meeting at 2:00 Wednesday (12/9) in the kitchen. See you there...

YES. I WANT TO JOIN THE CIA.

Name: \_\_\_\_\_

List any software companies of which you are a "fan" (ie. you play their games and closely follow their new releases):

If there are any catagories of computer games (ie. role-playing, sport games, etc.) that you play regularly and you're particularly knowledgeable about, please list them below:

If you are an expert on any type of computer system or if you closely follow the latest developments of any particular hardware company, please list them below:



## THIS IS WAR!!!

Look out Major Bill! Take cover Electronic Arts! We're declaring war on the on the "electronic entertainment media" industry. Our goal; total domination -- and we'll take no prisoners...

But in order to obtain our goal we need a few good men and women to join the CIA -- the Competitive Industry Analysts. Member of the CIA will essentially spy on our competitors. We want to learn what products are "hot" and why, where they are being sold and how they are being marketed, etc.

This is how the CIA will operate:

On an ongoing basis, Gabby will be breaking into dealer and distributor's files, gathering pertinent information. When necessary she, along with Debbie's help, will torture distributor and dealer contacts in an effort to get them to spill the beans about any of our competitor's upcoming product releases. Gabby will then put together a report that will include a list of the ten hottest products along with any sales figures and information about related marketing efforts at the dealer/distributor level.

Cynthia will be using similar methods in order to get information from press contacts regarding new products and trends.

Other CIA agents will each be assigned to spying on one of our competitors on an ongoing basis. Using a myriad of covert methods, they will gather general information regarding new and best-selling titles, press coverage, advertising, packaging, and other marketing efforts.

If Curtis and Stacy feel that they can weasle any useful information from endusers by torture, wiretapping, drugging, or bribing with hints, it would be greatly appreciated as well.

Each month, CIA agents on special assignment will take an indepth look at the top titles from the Gabby's "hot" list.

Then, the CIA will meet on the first Wednesday of every month. At this meeting, all agents will report their findings for the month. This will include product demonstrations from the agents on special assignment. At the end of the meeting, Gayle will issue the special assignments for the upcoming month.

# INFOCOM™

-- MEMO --.

March 1, 1988

TO: Everybody

FROM: Jon Palace

RE: Amy Briggs

As you may have heard, Amy will be leaving Infocom "sometime around June or July" for personal reasons. She gave us early notice so that we have plenty of time to consider the options for the development of Restaurant.

Amy will be working on a variety of projects in the upcoming months, including testing of games in development (Zork Zero, Shogun, Journey, and Arthur) and writing Infocomics stories. Since she'll be here for another 5 months or so, you may grow tired of saying "You're still here!" every time you see her.

If this exciting world of espionage sounds like it's for you, VOLUNTEER TODAY!! We are especially interested in recruiting all you heavy game players out there. And although we are a very select group, we do make exceptions and accept anybody. Please sign up with the CIA recruitment agent, Stuart Kirsch ASAP. We will be having a special meeting next Thursday 12/3 at 2:00 to cover comic-related software.



# INFOCOM™

## MEMO

To: Distribution  
From: Stuart Kirsch *SK*  
Date: September 28, 1987  
Re: APPLEFEST  
cc: Gabrielle Accardi  
Brian Moriarity  
Cynthia Weiss

### Distribution

Harry Regan  
Joel Berez  
Chris Reeve  
Debbie Reilly  
Liz Cyr-Jones  
Jeff O'Neill  
Amy Briggs  
Steve Meretzky  
Jon Palace  
Dave Lebling  
Gayle Syska  
Mike Dornbrook

Applefest was held Friday, September 19 through Sunday, September 21 at the San Francisco Civic Center. According to Apple, over 22,000 people attended the show.

Activision's booth was second in size only to Apple's booth, and was understandably busy. People were attracted to the booth not only by its size, but also by the powerful music generated by **Music Studio** and by the **Gamestar Basketball** Tournament hosted by Joe Barry Carroll of the Golden State Warriors.

Activision featured mostly its product line for the Apple IIgs. This included **Music Studio**, **Paintworks Plus**, **Writer's Choice Elite**, **Draw Plus**, **Gamestar Basketball**, **Postcards**, **Shanghai**, **Top Fuel Eliminator**, and **Tass Times in Tonetown**. Also, Activision was showing **Focal Point** and **Business Class**, its stackware for the Macintosh Hypercard. Also in the Activision booth were New World Computing's **Might and Magic** and Lucasfilm's **Maniac Mansion**.

Infocom had two computers at the booth. On a Macintosh, **Beyond Zork** was featured. An Apple IIe was used to demo **Nord and Bert** and **Plundered Hearts**, and to some degree, **Lurking Horror** and **Stationfall**.

Other Infocom activity included substantial press contact (including interviews with Brian and Cynthia) regarding **Beyond Zork**. The **Classic Mystery Library** and **Science Fiction Classics** were displayed and talked up as gift ideas. Hundreds of catalogs and copies of *The Status Line* were distributed. Some Infocom posters and t-shirts were given away as well.

One of the most productive aspects of the show was being able to meet and work with Activision people. Their knowledge, diligence, and personability was great to see. The hard work that we put in, as well as the fine products we showed, added to the good feeling. The mutual respect and friendships that came out of the show are sure to be of benefit to our corporate relationship.

Sales of all products were fairly brisk over the course of the three days. Specials were held on both IIgs and IIe/IIc products. On Friday, the specials were buy two, get one free; on Saturday and Sunday, it changed to buy one, get one free. For the IIe/IIc products, one needed to buy from column A to get one from column B free:

#### Column A

**Maniac Mansion**  
**Nord and Bert**  
**Plundered Hearts**  
**Gamestar Basketball**  
**Might and Magic**

#### Column B

**Shanghai**  
**Stationfall**  
**Lurking Horror**  
**Top Fuel Eliminator**  
**Tass Times in Tonetown**

Overall, sales of more than \$11,000 were recorded. Infocom products sold well, as did all Activision products in general. Breakdown by game title are not yet available.

It is unfortunate that we were unable to sell **Beyond Zork** at the show. The response to the product by the gaming public was phenomenal. Infocom gamers were excited both by the new interface and the Zorkian setting. People who were

not familiar with Infocom were likewise intrigued by the ease of use that the new interface afforded them. Overall, the response to **Beyond Zork** bodes well for its sales when it does ship.

The most successful product in terms of public response was **Nord and Bert Couldn't Make Head or Tail of It**. Older Infocom players were fascinated with it. Younger Infocom players enjoyed it once they were showed how it differed from other Infocom games. Infocom novices were also excited by it as it was very different from everything they were familiar with.

**Plundered Hearts** also enjoyed popularity, but unfortunately, it was less easy to demo this product compared to the other two. Being a busy show, one had little time to get someone hooked, and reading the opening paragraphs was not all that appealing. However, when it was properly introduced it was well received by women and by Infocom fanatics.

**The Lurking Horror** and **Stationfall** were talked up, particularly in conjunction with the two-for-one sale. Most Infocom fanatics had already played one or both of these (and, of course, wanted hints). Others who were interested in them were generally those with little or no experience with Infocom. The storylines of the games were interesting and enticing, especially **Lurking Horror** to teenage boys.

Finally, **Classic Mystery Library** and **Science Fiction Classics** received some attention from a generally older crowd. Most pointed out the fact that it was meant to be a gift pack and were impressed with the selection and the price.

The crowd at Applefest ranged in age from teenagers to middle-aged (at least those that came by the Infocom areas). The price of the show was \$15 (\$20 for the show and the conferences), thus squeezing out some of the younger crowd. There seemed also to be fewer college-aged attendees than one might expect.

One surprising observation was the number of people who had already played **Beyond Zork**. At least four people had played it as Beta testers or friends of Beta testers. This number may not be unreasonable, but if it is, it might show pirating at work among Beta testers.

Another observation revolves around the battle between text and graphics. Of those who had never heard of Infocom, a fair number turned their noses up at a game that had no graphics. Others, however, were very comfortable with the concept. The latter were in general older than the former.

All major computer magazines (except *Family Computing* and non-Apple, machine specific magazines) were present and had contact with Brian and/or Cynthia. *Dragon* (a role-playing magazine) wants to run an extensive review along with an interview with Brian. Good interviews were also had with *A\**, *inCider*, *Compute!*, and *STart* in particular.

To:

Jon. Stuart, Carl, Angela, Elizabeth,  
Steve, Mike, Dave


From: Grayle

FYI. Leather Goddesses of Phobos  
and The Status Line are now  
registered trademarks of Infocom, Inc.



March 25, 1988

TO: All Infocom Employees  
FROM: Joel  
RE: Bruce Davis' Visit



Bruce will be coming to visit us on April 7 and 8. Since he hasn't been here for a while, I know that many of you would like the opportunity to speak with him and vice versa.

At the risk of appearing overly formal, Bruce and I feel that the best way to ensure that everyone gets a chance to talk with him during his short visit is to schedule appointments. Carol will be keeper of the calendar and will make all of the arrangements.

JMB/cab

April 5, 1988

TO: ALL INFO-EMPLOYEES  
FROM: CAROL  
RE: "VISIT WITH BRUCE"

Below is the schedule for "Visit with Bruce". As you can see, time is tight, so please be on time and keep your visit to 1/2 hour.

Thursday, April 7

9:00 Carol Brangwynne, Asst. to the President  
9:30 Amy Briggs, Product Designer  
10:00 Angela Crews, Graphic Services Supervisor  
10:30 Brian Moriarty, Product Designer  
11:00 Carl Genatossio, Creative Services Manager  
11:30 Curtis Montague, Customer Services Supervisor  
NOON Lunch  
1:00 Christopher Erhardt, Producer  
1:30 Dave Anderson, Creative Services Assistant  
2:00 Dave Lebling, Senior Product Designer  
2:30 Debbie Reilly, Sales Development Assistant  
3:00 Diane Morlock, Accounting Coordinator  
3:30 Duncan Blanchard, Software Engineer  
4:00 Elizabeth Langosy, Staff Writer  
4:30 Gary Brennan, Product Tester  
5:00 Jon Arnold, Software Engineer  
5:30 Jon Palace, Creative Development Manager  
6:00 Gabrielle Accardi, Sales Development & Support Manager

Friday, April 8

9:00 Lorri Fischer, Administrative Services Supervisor  
9:30 Mary Ellen O'Connor, Accounting Clerk  
10:00 Liz Cyr-Jones, Testing Manager  
10:30 Roger Semans, Receptionist  
11:00 Stacey Johnson, Customer Service Representative  
11:30 Steve Meretzky, Senior Product Designer  
NOON Lunch  
1:00 Stu Galley, Senior Product Engineer  
1:30 Stuart Kirsch, Marketing Assistant  
2:00 Lori Hornung, Receptionist  
2:30 Tim Anderson, Systems Group Manager  
3:00 Tyler Gore, Product Tester  
3:30 Mike Dornbrook, Vice President/Marketing  
4:00 Take a Break!  
5:00 Friday Party

FROM: GARY BRENNAN  
TO: ALL MY FRIENDS AT INFOCOM

I've been offered a job at the Republican State Committee as a data base manager (using DBase 3), which I've decided to accept. My last day here will be the 29th of April.

Having worked at Infocom for the past three years, I'm going to miss everyone. I've really enjoyed working here. However, there comes a time to move on to greater responsibilities, and there unfortunately isn't much room at Infocom for career advancement.

I'll still be dropping by for InfoPoker and InfoRotisserieBaseball and Friday parties whenever I have the time, so stock up on ice tea and wine coolers.

To repeat - I'll really miss everyone here. So long, and thanks for all the fish.

--- Gary



MEMO

Date: May 6, 1988

To: Everyone  
From: Lorri

Re: Office Security

As most of you probably know by now, there has been a recent theft of a CD player from Stuart Kirsch's office after hours. This is extremely unfortunate, especially since it is not the first time something has been stolen from our office space.

During the day I would advise you to keep your wallet or purse out of sight, in a desk drawer or underneath your desk is a good place. If you keep any valuables in your office after hours they should be kept under lock and key. If you do not have a key for your desk lock, let me know and I will find one for you.

Most of our offices either have suite doors that lock or they have individual locks on them. People with individual locks on their doors are responsible for making sure their own doors are locked after hours. **It is very important that after 6:00 pm and on weekends all hallway and suite doors be kept closed and locked.** Everyone has an "entrance" key which opens these doors. If by chance you get locked out of any area simply find another Infocom employee, Miguel, (the Janitronics supervisor) or the security guard on duty and they can let you in.

Please be aware of people who you do not recognize in our space. Ask them who they are and report them to the security guard if necessary. We are all responsible in keeping this place secure after hours and on weekends. Thank you.



Date: 7 Jun 1988  
From: AMY  
Subject: My Departure  
To: Joel, Jon  
cc: Imps at FRED

I suppose I should be somewhat official and formally tell you I intend that June 17th, 1988, to be my last day at Infocom.

I occasionally regret my decision to leave the company, with the exciting things that are happening here, the transfer over to Macs and all the new products. I suspect I'm walking out just when the the going is getting really good. However, I have never doubted that it was the right choice for me, despite regrets.

I want to "see America," I want to write more conventional fiction, and I want to get away from the rat race of the Boston area. I may go to graduate school. (Unfortunately, the best school for writing is in Iowa, but one does what one must.) I am still excited by the computer entertainment industry, and I honestly think that Infocom (and Activ -- uh, Mediagenic) has a good chance to be at the top of the heap, as long as you don't give up long-term quality and innovation for short-term bucks. I'd like to somehow do more with you in the future -- either a collaboration with me on the game of my Pulitzer prize-winning, major motion picture filming, best-selling first novel, or proof-reading the galleys of the instruction manuals for Infocomics after 307 publishers turn down the manuscript of my first novel.

I've had a great time with Infocom. I've made friends and lost softball games. I'll be leaving a lot of creative, funny, and good people, and I'll miss them all.

Cordially and sincerely yours,

Amy

## MEMORANDUM

DT: June 8, 1988

TO: All Employees

# MEDIAGENIC

FR: Loretta Stagnitto

RE: Use of Corporate Name

There seems to be confusion as to the proper way to refer to the new corporate name in your internal and external correspondence. When using the company name, please write it in all caps. For the next several months, you should also put (formerly Activision) in parenthesis either underneath or next to the MEDIAGENIC name -- for example:

Sincerely,

or

TO: Joe Smith  
Wall Street Journal

Loretta L. Stagnitto  
Public Relations Manager  
MEDIAGENIC (formerly Activision)

FR: Loretta Stagnitto  
MEDIAGENIC  
(formerly Activision)

Also please note, we will not be using **Inc.**, **Corp.** or anything else after the name MEDIAGENIC. When asked, say "just MEDIAGENIC."

When preparing any type of internal or external form or document that uses a black and white version of our logo, please use the version indicated here. To ensure consistency, please do not use any other black and white version of this logo. If you create a form for external use that features the logo, please run it by Wayne Herriford, Bob Schonfisch, Bonnie Pettengill or myself prior to its distribution. HR is preparing new letterhead and business cards with the color version of the logo. Wayne will be distributing more information about the status of stationery and office supplies later this week.

Please let me know if you have any questions. Thanks for your cooperation.

## TSL Writers

Remember...

- Only one space between sentences.
- Say "we" and "our" instead of Infocom.
- Stories are due July 1.
- Last, but not least, don't forget The Status Line motto:

**"You don't miss a deadline unless you're dead!"**

# INFOCOM

Monday July 18

TO: EVERYBODY

FROM: Jon

I'll be leaving Infocom at the end of this month. I certainly have mixed emotions about this: I'll miss all the people, but I'm looking forward to new challenges and a new beginning.

Infocom is by far the most fun place at which I've ever worked. A lot of the fun comes from the products, of course, but a lot of the fun comes from people's attitudes. Thank you all for being fun to work with; keep it up!

Good luck!! I'll try not to be a stranger (or any stranger than I already am).

To: Everybody  
From: Tim  
Subject: Sun of Fred

YAA 12/12/88

As you may or may not know, the Sun file server (Fred's successor) is due to arrive this week. This brings up two issues (people who don't use Fred now may skip directly to the second):

1) Transfer of files. I will be moving most files from Fred to the Sun, with the following exceptions. If you know of other files that can be excluded, or of files on my list that shouldn't be, let me know soon.

Directories of people who no longer work here

Cornerstone & MME sources

Muddle sources (they're already somewhere else)

All 36-bit binary files. This will exclude all .EXE files (which wouldn't run anyway), and all game.SYMS files, but not game.ZIP files.

System sources. In fact, all .MID files except those in <INTERLOGIC>.

All old versions of files. Unix doesn't have file version numbers, so they'd have to go someplace strange anyway.

RMODE and EMACS source files.

2) The new computer will need a name. I need suggestions. I won't kid you: this is not a random drawing or an election, and there are no prizes (except the great feeling you'll have if a name you suggested gets used).

I won't use "Fred", in recognition of Fred's many years of devoted service. Aside from that, the only real requirement is that the name sound good in the sentence "\_\_\_\_\_ is down".

# What if...

**What if things around here really were all right?  
What if all the doom-and-gloom was just in our heads?  
What if we stopped the gallows humor?**

Let's try it. For just one week. Who knows what could happen? Think about it. Take a minute and imagine things are okay. You feel better already, right? So let's try it for a week.

No more "We'll start on that project next month--if we're still here." That kind of talk creates a morale level insuring defeat. I'm not saying we must worship the company. Just stop the negative. No Negs!

Just to keep us on the straight and narrow there will be a 25 cent fine for any negative remark. A recepticle will be placed in the kitchen area for receiving the fines. We'll be depending on the honor system here, so be honest.

Of course, we can't depend on the honor system alone to pry some from their negative niches. So during this week, accompanying our "No Negs" week, we will also have a self-help program for those of us who can't stop the black humor. The program, known as "Bruce Youth" is modeled somewhat after the highly successful Hitler Youth program in Germany several years ago. Although we won't have executions or imprisonment for offenders, you will be able to turn in fellow employees who utter negative comments. Just fill out the form below.

## Bruce Youth Informant's Report

Dear Bruce,

On February (circle one) 8, 9, 10, 11, 12 at approximately \_\_\_\_\_ a.m./p.m. I witnessed (offender's name)

\_\_\_\_\_ make a doom-and-gloom statement. This statement caused me to:

- ☐ Worry.
- ☐ Cry.
- ☐ Worry even more than I have been.
- ☐ Feel bad about the future of the company.
- ☐ Feel bad about the future of the company, but then I turned him/her in and now feel better.
- ☐ Feel bad for a moment but then I remembered things are really okay.

Bruce, please see that he/she is fined 25 cents.

This statement was witnessed by the following Bruce Youth: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



MEMO

To: Everyone  
From: Stuart Kirsch  
Date: February 25, 1988  
Re: Concept Study

As you may already know, we are planning to conduct a concept survey of our customers to determine what kinds of things they would like us to publish. This survey will in many ways be similar to the one recently done at Activision that you may have seen.

The survey will list a number of game/story ideas or themes; we will ask the respondents to choose that they would like to see. We will be asking about some things currently in the works, some things currently on the shelf, and lots of other things that are in various other undetermined locations.

The list on the survey will not be limited by game/story type or format or storyline or anything, so go crazy. The only limit is the size of the list, so don't be upset if we end up not using your idea.

We would like to include as many new and different (or old and similar) ideas as possible in the survey, so please return to me by Friday, March 4, your suggestions for future projects. Include with each idea a one or two sentence description. Please write all suggestions on paper. Thanks.

# "Cornerstone through Tombstone"

A Slide Show  
History of Infocom

Today at Lunch!



Dear Infoemployees,

Over the past few months I've been wrestling with one of my most difficult decisions ever. But I've finally pinned it down and have decided to leave Infocom.

This was a painful decision for me mainly because of all of you. Not only have I enjoyed your friendship, but it will be hard to find a group of co-workers as talented, creative, intelligent, and fun as all of you here at Infocom.

I also truly believe that Infocom has the potential to do very well this year and into the future. I'm probably leaving Infocom just before the big pay off comes for all of our hard work. Infocomics have successfully positioned us as being more than just interactive fiction. Infocom now means quality stories. When I went out to California with Christopher, it was great to see how well we were received by outside developers. Developers that have their choice of any publisher are dropping everything for the opportunity to work with Infocom -- "Wow, Infocom! You guys do great stories, great packaging, great stuff!" When it comes to storytelling, Infocom will get the cream of the crop and thereby sew up the category.

And I think interactive fiction is still alive and is soon to be doing well again. The Solid Gold titles are selling extremely well. According to the warranty cards, the Solid Gold titles are being bought by alot of first time purchasers and they like it! These titles are doing more to revitalize and expand our customer base than the ol' Sampler ever hoped to. Infocom's new and different titles (ie. Journey, the FRPs, Infocomics) are likely to have a positive effect on interactive fiction as well. Infocom interactive fiction will experience a resurgence just like video games.

So why am I leaving? Well, Mindscape has offered me a position as Group Product Manager. For me, this is an opportunity for greater responsibility, challenge, and professional growth than Infocom could offer. More importantly, it's an opportunity for me to move to a new city and to be closer to my family and friends. And since I'm staying in the same industry, maybe I'll get to see you at trade shows and other software-related events (like the Boston Applefest in May).

It was a tough choice and I hope it's the right one. But I sincerely wish Infocom and each & every one of you the best and brightest future.



To: Everyone  
From: Gabrielle  
Re: Computers  
Date: June 14, 1989

Many of us have expressed interest in buying computer equipment. Unfortunately Mediagenic won't be selling us Mac equipment or PC ATs (which are the most popular requests). See Tim if (soon!) if you want to buy Mac equipment at a discount.

If you want to buy other equipment this is the time to let me know. I don't have prices, but we will arrive at prices based on a number of factors ...one of which is what you would be willing to pay.

I do not have the definite o.k. to sell on most of the following, but Mediagenic's decision will be in part based on whether we have a buyer or not. In other words, if you want something, I can probably influence them to sell. Obviously, some of the following they definitely want to sell (or lose).

Tandy 2000  
Tandy CoCo  
Tandy Model 4  
Tandy 1000  
Atari 800XL  
Atari 1040ST  
Atari 520ST  
Osbourne  
C128  
C64  
Kaypro II  
Amiga  
PC jr  
Apple IIGS  
IBM PS 2  
Apple Lisa  
DEC terminals  
PDP II  
VAX  
DecSystem 20  
Various Apple II

*Please let me know what  
you're interested in  
this week.  
Thanks, -  
Gabrielle*

Other: \_\_\_\_\_

## MEMO

Date: May 22, 1989  
To: Everyone  
From: Lorri  
Re: Furniture Sale

Now is the time to let me know what furniture you might be interested in purchasing from Infocom for your very own. There are two stipulations. We would like to get paid asap and we would like to see the furniture you buy disappear from the office. (i.e. - When you buy it please take it home. If it stays here I may resell it by mistake!) Let me know as soon as you can what you want and I will do my best to see that everyone is satisfied. (HA!)

As of yet we are still not selling any equipment or computers. This is a furniture only liquidation. Thanks.

5/4/89

To: Everyone  
From: Gabrielle  
Re: Facilites, Equipment, and other Infopossessions

We'll be "cleaning house" over the next couple of months and we'll be determining what to do with things on an ongoing basis, with Mediagenic's help.

You should not assume (with no exceptions) that equipment and other things are "no longer needed". If you have an interest in hardware, software or anything else, please let me know. I will let you know what the current plan for any particular item is.

It's very expensive to ship stuff cross-country, so wherever it's not cost-effective to ship, or where Mediagenic doesn't really need the item in question, it's likely you can get a GOOD DEAL if you ask.

Also, please bear with us realizing that if you ask "what are we going to do with such-and-such", the answer is probably "I don't know yet" at this point. Thanks in advance.

DATE: Jan 30, 1989

TO: Everybody

FROM: Gabby, Lorri, Lori

RE: Office Furniture

We are selling off extra office furniture equipment such as:

Desks

Chairs

Computer Tables (small)

Other Tables

File Cabinets

Typing Stands

Office Partitions

Garbage Cans

2 Door Cabinets

Bulletin Boards

Wood shelves with brackets

Please let Lorri or Lori know if you are interested by 2:00 today.

March 29, 1989

TO: Joe Y., Mike D., Rob, Steve M., Dave L., Elizabeth, Stu G., Hollywood,  
and Mike Moore  
FR: Debbie  
CC: Mike K.

RE: Academy of Adventure Gaming Arts and Design

Mike K. is a member of this group, and he's hoping you will want to join, too.  
Attached is an application for your convenience.

Academy of Adventure Gaming Arts and Design  
950-A 56th Street  
Oakland, CA 94608

March 21, 1989

Debbie Reilly  
Infocom, Inc  
125 Cambridge Park Drive  
Cambridge, MA 02140

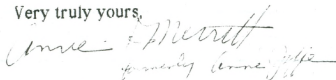
Dear Ms. Reilly:

Enclosed is an application for the Academy of Adventure Gaming Arts and Design. Please copy both sides of the application as the reverse side clarifies membership requirements in all the categories listed.

Please mail the completed applications to the above address. I'm in the process of moving and the address on this letter will be my new business address.

Thanks for your interest in the Academy. If you have any questions, please call me. (703) 764-9615 until March 25th. (415) 547-7681 after April 1st.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Anne F. Merritt". Below the signature, the words "formerly Anne F. Merritt" are written in a smaller, less legible cursive script.

Anne F. Merritt  
Chairperson

## ACADEMY OF ADVENTURE GAMING ARTS AND DESIGN

Full Name \_\_\_\_\_

Address (street or route) \_\_\_\_\_ (apartment) \_\_\_\_\_

(city) \_\_\_\_\_ (state) \_\_\_\_\_ (Zip code) \_\_\_\_\_ (telephone) \_\_\_\_\_

Membership Division Applied for:

You may apply for two or more divisions, but you must give qualifications for each that you apply for, as separate items or efforts:

[ 1 Boardgames

[ ] Miniatures

[ ] Role-Playing Games

[ ] Computer Games

- Reasons for Membership:

Check all that apply, then list required information for each in the area below. Attach extra sheets if needed. See reverse for complete explanation of each membership category, and requirements which must be fulfilled. Note if endeavor is boardgame, miniatures, or RPG.

[ ] employee of adventure gaming firm (list firm) or [ ]freelancer (list firm(s) which have produced your work).

If either of the above, check appropriate functions you performed as an employee or freelancer:

[ ] executive of firm (list position); [ ] designer/author (list product name, manufacturer, date released); [ ] developer/editor (list product name, manufacturer, date released).

If you do not qualify in one of the above, you must qualify in one of the below categories. Check the appropriate one:

[ ] publisher of periodical (list periodical name); [ ] editor of a periodical (list periodical, issues); [ ] Convention organizer (give name, date, location of convention, and your function).

detailed information required from above: \_\_\_\_\_

*[The page contains ten sets of horizontal blue handwriting practice lines.]*

(If possible, please attach photocopy of credits page from your product, title page of product, article, etc., title page or masthead of periodical where your name or position appears; official stationary or program booklet of convention listing your function, and any other material that indicates your work or position in a formal manner.)

Mail completed applications to Awards Academy, Anne Jaffe, PO Box 2712, Fairfax, Virginia, 22031. Include a stamped, self addressed postcard and check or money order for \$5.00 payable to GAMA.



## Membership Guidelines of the ACADEMY OF ADVENTURE GAMING ARTS AND DESIGN

The academy of adventure gaming arts and design is an organization devoted to the promotion of excellence in hobby game products for adventure gamers. Adventure gaming includes adult boardgames, miniatures games, role-playing games, play-by-mail games and computer game programs. Membership in the Academy is restricted to individuals who have made a contribution to the products and/or general advancement of this hobby.

### **Members from Manufacturing or Publishing Firms**

Academy members may be from any of the following categories of employees in companies or corporations. Product cited by the prospective member must be currently available to the general public, and produced in an overall quantity of 100 or more.

**Executive:** supervises or directs the work of some or all of the staff positions listed below.

**Designer/Author:** creator of game system rules, scenarios, or supplement for an adventure gaming product currently available as a company product.

**Developer/Editor:** provided significant support and work executing any game, scenario, or supplement acknowledged as such in the product, which is currently available as a company product.

**Sculptor:** creator of at least six (6) miniatures currently available as company products.

**Artist/Art Director:** creator of exterior or interior art, and/or overall graphic design and format for at least two (2) adventure gaming products currently available from the company.

### **Freelancers for Manufacturing or Publishing Firms**

Academy members may be from any one of the categories below, providing materials to a company or corporation. Product cited by the prospective member must be currently available to the general public, and produced in an overall quantity of 100 or more. Freelancers need not be employed by the gaming industry per se, they need only have their work produced or published by this industry.

**Designer/Author:** creator of game system rules, scenarios, or supplement for an adventure gaming product currently available as the product of some company.

**Developer/Editor:** provided significant support and work executing any game, scenario, or supplement acknowledged as such in the product, which is currently available as the product of some company.

**Sculptor:** creator of at least six (6) miniatures currently available from some company(s).

**Artist:** creator of exterior or interior art, and/or overall graphic design and format for at least two (2) adventure gaming products currently available from some company.

### **Periodical Publications Serving Adventure Gaming**

Academy members may be significant contributors or responsible managers engaged in the publication of a periodical (magazine, journal, newspaper, etc.) that promotes and/or disseminates information regarding any aspect of adventure gaming at least four times a year, to a readership of at least 100 people per issue.

**Publisher:** person with legal responsibility for the periodical, and/or who supervises and directs the work of some or all of the below categories.

**Editor:** person who can control or change the content of the periodical, including soliciting articles and reviews, and accept or reject submissions.

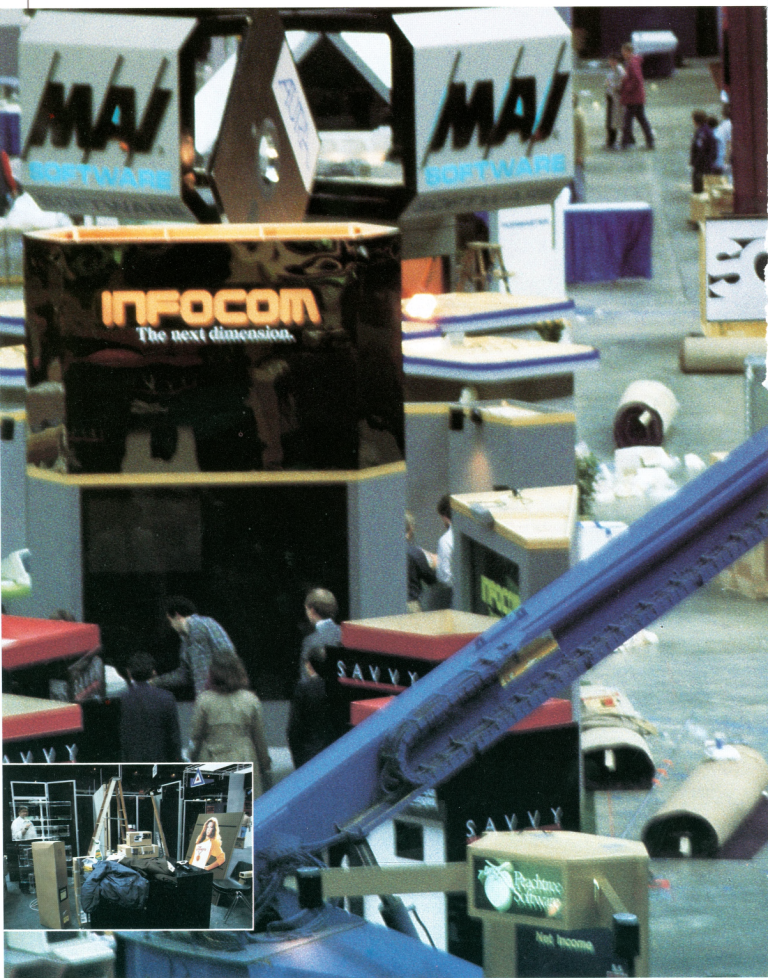
**Contributing Author/Reviewer:** Any person who has published at least two (2) articles or product reviews in periodicals within a two year period, and credited as such in the periodical.

**Art Director:** created and/or executed majority of graphics and/or artwork material of the publication in at least two (2) issues within a two year period.

### **Adventure Gaming Convention Sponsor**

Academy members may be individuals who have helped organize and/or run a convention for the adventure gaming hobby. They must have been publicly acknowledged as legally responsible for some aspect of the convention operation (i.e., held a position of material and legal responsibility, not just a co-worker). The convention must have been open to the general public, and provided an outlet for the interaction of individuals involved in some or all aspects of the adventure gaming hobby, and which had at least 100 attendees.

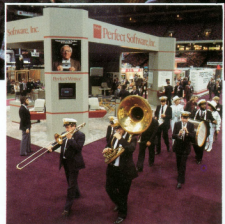
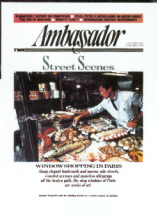
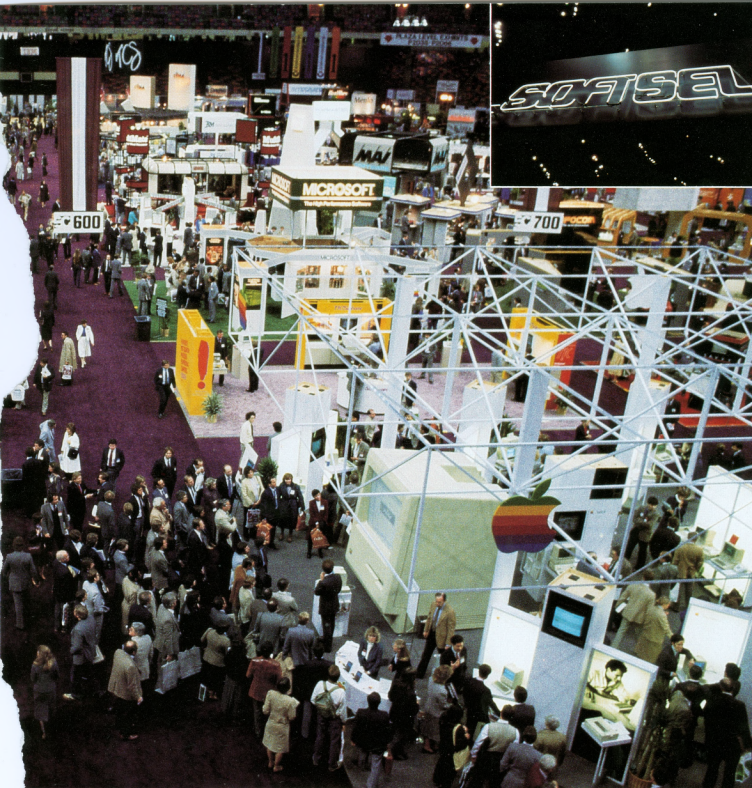
Mail completed application to Awards Academy, Anne Jaffe, PO Box 2712, Fairfax, Virginia, 22031. Include a stamped, self addressed postcard and check or money order for \$5.00 payable to GAMA.





**CYMA**  
*Softwares*





## PRESS

Please do not try to do interviews on the show floor.

Please do not promise copies of product to reviewers.

DO talk to them about our products.

DO refer them to me.

## OUR CURRENT LINE

Interactive fiction:

- Natural interaction, using conversational english
- Challenging, intelligent puzzles
- Rich plot and character development
- Innovative packaging

## QUESTIONS REGARDING R&D OR POSSIBLE NEW PRODUCT LINES

The technology Infocom has developed could be applied to many new areas, but our current line of products are.....

SORCERER: April 1 release, sequel to Enchanter  
SEASTALKER: Especially good for new and younger adventurers.  
Collaboration with an outside author.

SUBMISSIONS: Infocom is not accepting any submissions.  
All of our products are developed in-house  
to maintain consistency of the product line.

*Macintosh, Mindset*

## QUESTIONS REGARDING VENTURE CAPITAL, STOCK AND FINANCES

No current plans for a public stock offering.

SEND THESE PEOPLE TO ALBERT VEZZA

## QUESTIONS REGARDING SALES, ADVERTISING, PROMOTION, OEM, DISTRIBUTION..

To your friendly neighborhood sales teams.

## COMMON QUESTIONS AND OBJECTIONS AND STANDARD ANSWERS

I STOCK ONLY BUSINESS SOFTWARE <sup>1/3 sold for business machines</sup>  
<sup>74% over 20 years old</sup>

THERE ARE TOO MANY GAMES AROUND <sup>these are different</sup>  
<sup>--not arcade games</sup>

I'LL WAIT TO SEE IF MY CUSTOMERS COME IN ASKING FOR THEM  
<sup>they will - ad campaign. However they're also impulse items.</sup>

MY CUSTOMERS DON'T PLAY GAMES, THEY'RE EXECUTIVES (PROFESSIONALS)  
<sup>see first question.</sup>  
<sup>Everyone plays games</sup>  
<sup>More than just games - fiction</sup>

I DON'T WANT TO GET STUCK WITH A LOT OF INVENTORY  
<sup>all sell consistently</sup>

THEY'RE MORE EXPENSIVE THAN A LOT OF OTHER GAMES  
<sup>packaging adds value</sup>  
<sup>less price sensitive than arcade games</sup>  
<sup>bigger profit margin</sup>

I WANT TO BE PRICE PROTECTED  
<sup>never had a price decrease</sup>

HOW CAN I COMPETE WITH DISCOUNTERS?  
<sup>sell as an entire product line</sup>

ZORK'S A CLASSIC, BUT HOW DO I KNOW THE OTHERS WILL SELL?  
<sup>look at any bestseller list.</sup>

THEY TAKE UP TOO MUCH SHELF SPACE  
<sup>yes, but worth it, they sell so quickly</sup>

I DON'T KNOW HOW TO SELL YOUR PRODUCTS, SEND ME A DEMO  
<sup>demo in the works</sup>  
<sup>package is informative</sup>

I DON'T WANT TO SELL YOUR PRODUCTS, THEY HAVE TO SELL THEMSELVES. I MAKE MONEY SELLING BUSINESS PACKAGES.  
<sup>they do</sup>

I COULD SELL MORE OF YOUR PRODUCTS IF I COULD SELL THE HINT BOOKS, TOO (INVISICLUES)  
<sup>people want to wait before getting answers</sup>

### REMEMBER

1. Smile.
2. Use your guest's name.
3. Be enthusiastic and positive about our products and your job.
4. Listen to the need and interests of your guests. Speak to those needs and interests.
5. Demo interactive fiction only to people who have not played Infocom stories.
6. For people who have played our stories, tell them about our new products.
7. Be aware of where you and your guests are standing. Are you obstructing traffic or blocking a demo station? Be especially careful to keep the registration areas and entrance ways clear.
8. Be aware of the slide show schedule. Be ready to greet guests as they come out of the theater area.
9. Don't drink, smoke, or eat in the booth.
10. Don't sit or lean on counters or demo stations. Pretend you're alert and energetic.
11. Don't congregate with other Infocom employees during slow periods. Be approachable.
12. Always carry a pen and a supply of your business cards.
13. If a guest request to see someone specifically who is not available, ask the guest to leave his/her card with note on back about the topic of inquiry. Give the card to the reception desk. The visitor can check back that afternoon (or the next morning) about an appointment.
14. Help keep the booth neat and orderly.
15. Make every effort to register all guests. Tell them that by registering we will be able to keep them informed about new products, promotions, and other offers.

## MARKETING QUESTIONS AND ANSWERS ABOUT CORNERSTONE

Q. How can I buy Cornerstone?

A. Cornerstone is available to dealers and value-added consultants from five authorized distributors:

- First Software, Lawrence, MA
- Micro D, Santa Ana, CA
- Softeam, Compton, CA
- Softsel, Inglewood, CA
- Software Distribution Services (SDS), Buffalo, NY

Q. How soon can I get Cornerstone?

A. Cornerstone is scheduled to ship by January 31, 1985. To ensure that you get your copies as soon as it is available, you can place your order now with any of the five authorized distributors.

Q. What Cornerstone promotional materials are available now?

A. Dealer brochure, end-user brochure and dealer demo kit (disk and audio cassette). They may be ordered from your Cornerstone distributor, direct from Infocom, or you can request it now on your registration card.

Q. How much does Cornerstone Cost?

A. The suggested retail price is \$495. Ask your distributor for your cost.

Q. What comes in the Cornerstone package?

A. The Cornerstone package is a high quality molded plastic box that, when opened, doubles as a workstation. It has separate compartments for each of its components:

- "Read this First" pamphlet
- Plastic Keyboard template
- Two volume Owner's Handbook
- Quick Reference Card
- 10 Easy Lessons - a combination written and on-disk tutorial (2 disks)
- Program Disk
- 2 Application Disks



Q. What are the system requirements?

A. IBM PC/XT/AT or 100% compatible with 256K and 2 floppy disk drives.

- For applications with large amounts of data we recommend a hard disk.
- For increased speed we recommend increased memory, hard disk or both.

It is also available for the Tandy 1000, 1200 and 2000 with at least 256K and 2 floppy disk drives or a hard disk.

Q. What if I have more questions about Cornerstone?

A. If you sign-up at our registration desk, we'll be sure to keep you informed about new developments. Should you have any specific questions, call your distributor or our dealer hotline [(800) 654-4481].

Q. What kind of support is available for Cornerstone dealers?

A. Our toll-free dealer hotline is available every business day. Sales and technical support staff will assist you.

Q. What about my customers who purchase Cornerstone?

A. A full customer support program is available to registered customers. If you want more details on our support plans, please see Alice, Richard W., Dorene, Tom, or John.

Q. Why did Infocom decide to enter the business products business?

A. A strong presence in both the entertainment and business markets is an essential element of Infocom's strategic plan. Infocom's entry into business software builds upon the company's strengths: a reputation for high quality products, advanced software technology, extensive retail distribution channels and innovative marketing programs. These strengths represent the most important factors for success in the business products market, which is why we believe business software will be a major component of Infocom's future growth.

- Q. Will you be coming out with any more business products?  
If so, what kind and when?
- A. Cornerstone is the first in a line of business software from Infocom. However, it is our policy not to announce new products until they are within 90 days of shipment. (As the name Cornerstone implies, our first product will be the foundation of the business product line.)
- Q. How much do you plan to spend for Cornerstone advertising in 1985?
- A. We have a multi-million dollar budget for advertising Cornerstone. We will be advertising both to the trade and to end-users beginning first quarter 1985. (Additional advertising or promotion questions should be referred to Tom, Richard W., John B., Alice or Joel.)

## TECHNICAL QUESTIONS AND ANSWERS ABOUT CORNERSTONE

The end-user brochure will provide most of the information you need, but here are the answers to some questions you might be asked.

Q. What is a database management system?

A. A database management system is a software system for storing, organizing and reporting information.

Q. What is a relational database system?

A. A database system that allows you to tie together multiple files -- by generating reports with information from more than one file, by verifying information being input into one file against information already in another file, and by accessing records in another file related to one already open. ("Relational" originally had a specific formal definition in database theory, but that original meaning has been clouded somewhat by companies selling database systems.)

Q. Who is Cornerstone for?

A. Cornerstone is for the non-programming professional who needs assistance in managing a variety of information. Often he or she is a satisfied user of a spreadsheet package or a file manager like pfs, but who now needs a powerful database system.

It is for people who have been keeping lists on paper or file cards and who find themselves saying "I've got to computerize this," because their manual systems don't allow them to order their data, access their data, or report on their data as they would like.

It is a "personal productivity system" in the same spirit as Lotus 1-2-3.

Q. Does Cornerstone compete with Lotus 1-2-3?

- A. On the contrary, 1-2-3 and Cornerstone complement each other. Lotus specializes in forecasts and models; although it is an excellent spreadsheet package, its information management component is far less capable than Cornerstone. Cornerstone is for managing all kinds of information -- numbers, words, dates, times, notes, whatever -- and it can store much larger databases than Lotus can.

So that people can use each package for what it does best, Cornerstone has a built-in utility for transferring data to and from 1-2-3.

Q. Why is Cornerstone's HELP key different from that of any other database system?

- A. 1) It gives you access to far more information than most of the others. It always tells you where you are, what you can do, and where you can go next.
- 2) It is extremely sensitive to where you are when you use it. It doesn't make you wade through several pages of text to get the information you need. Not only is it like having online access to the Owner's Handbook, it's like having the book always open to exactly the right page.
- 3) The HELP system actually knows about your database, and it incorporates this knowledge of your database into its messages to you.
- 4) Cornerstone's OPTIONS key always lists your options for what you can type next, whether they are commands, file names, names of items in the database or even data. It's extremely powerful -- and unique to Cornerstone.

Q. Why didn't you build an English language interface like you have for your interactive fiction?

- A. We believe that an English-like user interface is not the appropriate interface for a database system. Although English is a natural way of communicating with our interactive fiction, Cornerstone's user interface is equally easy to learn, but much more suitable for a database system, because it precludes the ambiguity inherent in free-form English.

Precision is critical in using and defining a database. For example, it is easy for queries using currently available natural language interfaces to result in only a portion of the relevant data being retrieved, with the user unaware of the problem.

# INFOCOM'S CONVENTION COMPANION TO CHICAGO

The second largest city in the country (population: 3 million in the city proper and a total of 7.1 million in the metropolitan area), and tenth largest in the world, seems to enjoy its reputation as a tough, cynical town. "Hog Butcher to the World," sang Carl Sandburg, and even though Omaha long ago appropriated that particular title, the city of the Big Shoulders soldiers on.

But for a supposedly tough town, Chicago has garnered an awful lot of public affection that's frankly sentimental. It has inspired a Broadway musical (*Chicago*) and has been the scene of any number of films; a leading rock group took the city's name as its own. All of this points to an allure that has much to do with the city's status as a great world city and very little to do with its tough-guy, "second city" image.

Chicago spreads along 29 miles of carefully groomed lakeshore. Respectful of Lake Michigan, the people of Chicago have been careful not to destroy the property near the water with heavy manufacturing or industry. The lake is a source of water as well as a port of entry for steamships and freighters coming from Europe via the St. Lawrence Seaway. More than 70 million tons of freight are handled by Chicago's ports every year. The city is also the world's largest railroad center. The Chicago grain market is the nation's most important, and O'Hare its busiest airport.

People from all over the world have come here to live. In 1890, 80% of all Chicago residents were immigrants or children of immigrants. There are more Poles in Chicago than in any Polish city except Warsaw, and healthy contingents from Germany, Italy, Sweden, and Ireland. People talk about "ethnic Chicago," which means it is easy to find neighborhoods that are reminiscent of a foreign country.

This cosmopolitan center had typically unprepossessing American beginnings. Marquette and Joliet, the French explorers who provided the first record of the area, knew it as the Chicago Portage, one landmark on their route to the Chicago River from the Mississippi. A trading post was established in 1779. The city, incorporated in 1837, began to look as if it might amount to something when the Union Pacific connected it to San Francisco in 1869; two years later, on October 8, 1871, it burned to the ground. Raging at the rate of 65 acres per hour (\$125,000 damage per minute) and aided by a furious southwest wind, the Great Fire melted 15,000 water-service pipes and 370 water meters, took 250 lives, made 90,000 homeless, and left 1,688 acres in rubble. The total damage was estimated at \$196 million.

Like San Francisco after its earthquake, Chicago simply began to rebuild. In the process and in the course of the following 50 years, a new urban archi-

ture was born. Building quickly and furiously upon four square miles of charcoal, Chicago architects *invented* the skyscraper. Frank Lloyd Wright pioneered the ground-hugging, prairie-style houses that became the prototypes for the suburban, single-family dwelling units we know today. In 1909 architect Daniel Burnham laid out a plan for the city's parks. Today 570 of them stretch across 7,339 acres, not to mention 17 miles of clean public beaches and 35,350 acres of trail-crossed forest preserve on the outskirts.

Chicago is quite a city, even if you consider just its ritzy Gold Coast and all those magnificent apartment buildings along the shore of Lake Michigan; the concert and lecture programs at its University of Chicago; the program of choral works at the neo-Gothic Rockefeller Chapel; the Rush Street bars; the Magnificent Mile—broad, shop-and-gallery-lined Michigan Avenue. Chicago has a comfortable rhythm that is electric without being hectic, and a certain contagious, good-natured vitality. Chicago is a place to enjoy jazz and blues till the wee hours of the morning. And if it's the kind of place that makes you want to sing—well, you won't be the first.

## INFOCOM™

Come by our booth  
(No. 6826) at CES  
and co-author our  
software classic!

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# THE NEXT CARL SANDBURG, STEP RIGHT UP!

Yes, you can become the co-author of 12 best-selling classics in your spare time at CES. (The following pages will give you a primer on how you can complete an Infocom story.) And while you're becoming a famous

Chicago writer, you'll also learn how Infocom's interactive fiction achieves a hot new computer game/novel synthesis that's changing the face of the entertainment software market. Don't forget—Chicago literary history is yours for the making when you visit the Infocom Booth at CES!

**INFOCOM**

# **DON'T MISS IT! THE INFOCOM BOOTH AT CES.**

Here's your chance to co-author the works of Infocom, Inc. and find out firsthand what makes each and every Infocom work of interactive fiction an instant best-seller. Just step right up to the Infocom Booth at CES and say, "Move over, Sandburg!"

**INFOCOM™**



# DEMO-ING GAMES AT C.E.S. ON FOUR ZORKMIDS A DAY

by S. Eric Maratzky

5/21/84

**THE SETUP:** In the rear section of the booth, there will be a Rainbow and a Macintosh. Each should be manned at all times. Each will be equipped with copies of every game (through Seastalker) plus the Demo game. There will NOT be an unmanned Rainbow running the Demo game in the front of the booth, as was previously discussed.

**PRIMARY GAMES:** The primary games to demonstrate will be one from each of the genres. Zork I (Fantasy), Deadline (Mystery), Planetfall (Science Fiction), and Seastalker (Tales of Adventure). The packages and package elements for these four will be hanging on the walls around the demo desk for you to refer to while demo-ing.

**PRIMARY SETUP (RAINBOW):** The normal configuration for the Rainbow will be a disk in Drive A with CPM, Seastalker, and the Seastalker save. The disk in Drive B will have Deadline, Planetfall, and Zork I, plus a save for each. The saves use the default file name, gamename.SAV (with gamename shortened to 8 letters if necessary). If someone requests a demo of a different game, the game disks will be in a disk rack on the counter (or maybe inside the cabinet?)

**PRIMARY SETUP (MACINTOSH):** The Macintosh disks will all be in a container of some sort next to the computer. Saves for the four primary demonstration games will be on the game disk itself, using some obvious mnemonic save name.

**SAVES:** The save for Zork I is at the Dome Room with the matches and the rope. The save for Deadline is in the Living Room several minutes before the will reading holding the lab report and the calendar open to the entry about the new will. The Planetfall save is in the corridor just outside the Robot Shop before Floyd has been turned on. The Seastalker save is in the sub just after it has arrived in the docking tank of the Aquadome. (The Macintosh Seastalker has two additional saves on the disk: just after entering and just after leaving Fropton Bay.)

**THINGS TO REMEMBER:** Never abbreviate while demo-ing. Type LOOK INSIDE THE RED CARTON, not L IN RED! Do all the typing yourself. Be brief, especially if there's someone else waiting for a demo. Please be familiar with the four primary games, as well as with the workings of the Rainbow and the Macintosh. Seastalker will still not be on sale as of CES, so this will be a "preview."

## DISTRIBUTION:

sem  
swg  
da  
jennifer  
gayle



### ① WHERE DID THE NAME COME FROM

- 1st Info Social Event
- 4 years ago
- Size of office
- part time game tester
- one wall was blackboard
- erasures
- entered Info-Lore
- so, there was only one way to add it to product grid:  
→ SLIDE ←

### ② WHEN YOU OPEN YOUR PACKAGE (SLIDE)

- 3-D comic & glasses
- catacombs map (mention anti-piracy)
- ~~scratch~~ 'N' sniff (LIST)

### ③ PLOT SYNOPSIS

- Upper Sandusky → EXOTIC & ~~EROTIC~~ ROMP
- Phobos
- Mars - BARGE
- Venus
- Space/Saturn
- Cleveland

#### ④ WHAT'S NEW

- no technological breakthroughs
- Fun! Fun! Fun! Not serious
- Sex scenes
- play 3 different levels of naughtiness
- as man or woman (important later)

#### ⑤ ~~XXXXXXXXXXXX~~ HOW EXCITING IS IT? -

- 1st game O'Leary has ever wanted to play

~~XXXXXXXXXXXX~~

The file server is called "spike". It's a Sun 3/280, with 8 Mb of memory, one 892 Mb disk drive, a high-density tape drive, 18 serial lines, and an Ethernet interface. Fred, in comparison, has approximately 6 Mb of memory, three disk drives totalling about 800-900 Mb, a high-density tape drive, and 48 serial lines. Spike is probably faster than Fred as well. Spike runs SunOS 4.0.1, which is a member of the Berkeley branch of the Unix family; Fred runs TOPS-20 5.4.

As far as your Mac is concerned, spike is just an AppleShare file server. Spike doesn't know about AppleShare; the GatorBox translates AppleShare requests into something it can understand. Once AppleShare has been installed on your Mac, there are two new entries you can use. In Chooser (the Apple menu), there will be an AppleShare entry. When you click on AppleShare, you'll be asked which server to connect to; the only thing on the list will be spike (at least for now). You'll then be asked for a user name and password (unless you're already connected, which you can make happen when your Mac is turned on). AppleShare will then give you a list of "disks" (which are actually directories on spike) that you can try to mount on your Mac. You can click on as many of these as you want; there's also a box you can check if you want the disk to be mounted automatically when you turn your Mac on.

At present, due to a bug in the GatorBox software, there are only two interesting disks for you to mount: /home/development contains folders called graphics, pictures, and interlogic; /home/usr contains folders for all users. When the GatorBox is fixed, there will be a separate disk for each user.

There are a few guidelines to follow:

- Files on the Sun will be backed up regularly, so it's a good place to put things that you don't want to lose.
- On the other hand, the Sun's disk isn't all that big. The amount of disk space on all Macs on the network is much greater than the 892 Meg on the Sun. Therefore, you shouldn't put files on the Sun that you already have on floppy disk (like Microsoft Word), or files that are already replicated throughout the company (like sound files).
- Although Unix and AppleShare both have a form of security, you can't assume that files on the Sun are inaccessible to

anyone else. Payroll files shouldn't be on it.

The other new item you'll notice is an Access Privileges desk accessory. This allows you to see what access you have to various disks and folders on the server, and to set the access for those that you own. There are three fields associated with each disk and folder; each field contains three bits. The fields are Owner, Group, and World; the bits are See Folders, See Files, and Make Changes. You may not set the accessibility of an individual file. If, for example, you want most files in your directory to be available to the world, but there's one that's strictly private, you should put it in a new folder, and set the Group and World access privileges for that folder to nothing, while leaving your access privileges as everything. The default is for the Owner and Group to have full access, and for the World to have See Folders and See Files, but not Make Changes.

During the bug-fixing stage of game-writing, an imp's time is usually at a premium. A few extra minutes spent writing down bugs can save your friendly neighborhood imp a lot of time and frustration. Here are six tips to keep in mind when bug reporting:

- 1) Fill in all the data at the top of the page. Individuals pages are frequently scattered to de-buggers all over the building; this information is crucial to keeping the reports organized.
- 2) Write down your transcript numbers! The best place for this seems to be where the bug numbers are, on the left side near the binder holes. When you start a new page, always bring the current transcript number forward, since pages are sometimes separated.
- 3) If you find a repeatable crash, make a SAVE just before it, so that it can be re-created with ease. Write down the exact crash message, especially the words right after "Fatal Error:".
- 4) Whenever applicable, write down the EXACT input and output. If the output is long, unimportant parts can be excerpted. This will make it much easier to find the proper spot in your transcript and in the source code. Please DO NOT paraphrase the output!
- 5) Where applicable, include your location in the game, and the stage of the game (for example, POST-SKEW in WISHBRINGER, or 2061 SIMULATION in AMFV).
- 6) Be reasonably neat. There's no need for arrows all over the sheet: it's a bug report, not a flow chart.

Here are some examples of good and bad bug reporting:

BAD ---	GOOD ----
1. Can't take the fish.	(Lake Shore, after opening floodgates) >TAKE FISH Not bloody likely.
2. Lunch whistle blew in middle of night.	(Factory Entrance, first day, approx. 3:45am, during a WAIT UNTIL 5:00) "Like the shrill call of a riverboat whistle .... the lunchtime break."
3. Game crashed when I talked to Fred.	(in Crow's Nest, Fred on Fore Deck) >FRED, [anything] Fred looks up at the ***ZIP20 Fatal Error: Stack Overpoo (see SAVE.CRASH in my directory)

|||

## A WAGER

August 6th, 1983

Terms: That Infocom will receive 100 or more "Planetfall" postcards in the mail from "Planetfall" purchasers during the period September 1, 1983 through August 31, 1984.

The winner of this wager shall be owed by the loser a dinner at the restaurant of the winner's choice, the cost of said dinner not to exceed \$50.

In case of dispute over any of the terms in this wager, the dispute shall be settled by an impartial party. The signers agree on the following people as impartial parties:

William R. Short  
Ernest C. Brogmus  
Edward H. Black

Michael Dornbrock will be the winner if the terms of the wager are met.  
Steven Meretzky will be the winner if the terms of the wager are not met.

Signed:

Steven Meretzky  
Steven Meretzky

side bets

STV  
Michael B.  
George McDuffie  
Alexandra Keefauver

Michael Dornbrock  
MICHAEL DORNBRÖCK

JOY  
Michael B.  
Sam Spahn  
Gloriana Spltzflcker

1 Cerintani's sub  
3 french hen  
14 T tokens  
3 BAMANAS



PETITION

We, the undersigned employees of Infocom, petition management to install a water fountain or water cooler on the premises. Prior to installation, management must meet with a committee of employees to approve plans for the installation. If our demands are not met within 15 working days, we will have no choice but to call for a general strike.

*Steve M. Carey*

*Efram De Luga*

*F. ERIDANI*

*A. N. EMPLOIE*

*Al Vega*

*Too Bahr*

*Zaphod Beeblebrox*

*John DeLoan*

The Fraternal Brotherhood of Infocom Workers (FBIW), Local Number 1

# HOW DOES THE QUARTER THAT A TITLE IS RELEASED IN AFFECT IT'S SALES?

The following sales data is number of units sold for the life of the title, through end of June 1987. The titles are arranged by quarter of release date. Only titles released between 1/83 and 3/87 are included.

## 1st Quarter Titles:

Suspended	45,961*
Sorcerer	41,952
Ballyhoo	23,912
H. Hijinx	15,325
Bureaucracy	21,522

\*does not include 53,595 sold by Commodore in their own (cheapo) packaging.

## 2nd Quarter Titles:

The Witness	72,765
Seastalker	39,420
Wishbringer	75,695
Trinity	35,390

## 3rd Quarter Titles:

Planetfall	70,312
Cutthroats	75,963
AMFV	28,093
LGDP	66,397

## 4th Quarter Titles:

Enchanter	73,823
Infidel	41,602
Hitchhiker's	264,634
Suspect	47,456
Spellbreaker	29,881
Moonmist	33,166

## Average Units Sold, by quarter of release:

1st Quarter	29,734
2nd Quarter	55,818
3rd Quarter	60,191
4th Quarter	81,760
(w/o S4	45,186)

## Same, including only titles released since 1/85:

1st Quarter	20,253
2nd Quarter	55,543
3rd Quarter	47,245
4th Quarter	31,524